

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIV. NEW YORK, JANUARY 17, 1906.

No. 3.

The Indianapolis Morning Star GAINED 340,202 LINES

of advertising during the twelve months ending December 31, 1905, over the corresponding period of last year.

**72 Per Cent Gain in Classified Advertising
or 1,511.08 Columns for the Same Period.**

The Indianapolis *News* in its issue of January 1, 1906, claimed a gain of only 339 columns. THE STAR's gain over these figures is nearly 500 per cent, which undoubtedly is one of the largest gains made by any American newspaper in the same period of time.

**During the Month of December THE STAR
Published 3,793 More Lines of Financial Classified
Advertising than the News, its Nearest Competitor.**

This gain in Classified and Display Advertising is a sure indication of the growth, prosperity and prestige of THE INDIANAPOLIS STAR. It is a concise and forcible story of the value, quality and quantity of its circulation.

C. J. BILLSON, Tribune Bldg., N. Y. City, Eastern Representative.
JOHN GLASS, Boyce Bldg., Chicago, Western Representative.

Now Ready

FORTY YEARS AN ADVERTISING AGENT

By George P. Rowell.

For the general advertiser the reminiscences contain a lot of shrewd thought that it would be prudent to imbibe.—*Daily Whig, Kingston, Ontario, Dec. 14, 1905.*

No man in America is more competent to write on the subject, and no one has ever attempted so complete a history of the science and practice of advertising as this series of papers contains.—*Journal, Pensacola, Fla., Dec. 19, 1905.*

In simple, yet beautiful language, he, in these reminiscences, relates a story that is full of interest.—*Eagle Star, Marinette, Wis., Dec. 13, 1905.*

The book is the garnered experience and observation of forty years of one of the most active, observant and intelligent business men of this age.—*Index-Appeal, Petersburg, Va., Dec. 13, 1905.*

A book replete with interest and instruction, which will gain in value as years go by.—*Standard-Union, Brooklyn, N. Y., Dec. 17, 1905.*

It is the frankest autobiography we have read in forty years.—*Daily Press, Troy, N. Y., Dec. 20, 1905.*

One of the most useful as well as interesting volumes ever published.—*Sun, Williamsport, Pa., Dec. 13, 1905.*

Mr. Rowell's minute study of the qualities of business success and failure in his narrative of individual business experiences, in this book, makes it valuable to men in any line of business.—*News, Morgantown, W. Va., Dec. 20, 1905.*

Its author has a style of telling about business and other things that is as instructive as it is delightful.—*Sun, Red Oak, Iowa, Dec. 22, 1905.*

The year has produced no more real or readable book.—*Christian Worker, Pittsburg, Pa., Dec. 29, 1905.*

The beginner in the field of advertising could get a practical education along that particular line by carefully reading the pages of Mr. Rowell's book.—*Mail and Express, Red Bank, N. J., Dec. 15, 1905.*

Full of practical experience to the many workers in the vineyard of advertising.—*Hardware, New York City, Dec. 25, 1905.*

Thousands of readers have been charmed with these papers. Any one who considers advertising a dry subject will find Mr. Rowell's reminiscences a splendid corrective. They are written in a style that immediately places the reader, total stranger though he may be, on the footing of a personal acquaintance.—*Weekly Live Stock Report, Chicago, Ill., Dec. 22, 1905.*

No man living or dead was more competent to lay the basis for such a production.—*People's Recorder, Orangeburg, S. C., Dec. 23, 1905.*

Mr. Rowell is perhaps the best known of all advertising agents, and his Forty Years papers are not only crammed with the history of modern advertising, but they are "mighty interestin' readin'."—*Epworth Herald, Chicago, Ill., Dec. 30, 1905.*

Nothing that has been published in many years has proved so interesting to advertisers and publishers.—*Gazette, LeRoy, N. Y., Dec. 27, 1905.*

Mr. Rowell has for years been the best known authority in the advertising world.—*Pathfinder, Washington, D. C., Dec. 30, 1905.*

Mr. Rowell has a captivating style, and he knows his subject like the schoolboy knows the "piece" he is to "speak" at the close of school. *Daily Advocate, Paris, Texas, Dec. 15, 1905.*

It treats of a subject no one else has made any careful attempt to deal with.—*The Eagle, Wichita, Kans.*

The most interesting book ever written on the subject of newspaper advertising.—*Record, Brunswick, Me., Dec. 22, 1905.*

The book deals with the subject of advertising as no other book does.—*The American Tyler, Ann Arbor, Mich., Jan. 5, 1906.*

He covers the historical field very thoroughly.—*Brooklyn, N. Y., Eagle, Dec. 23, 1905.*

512 pages, with numerous half-tone portraits of men whose life-calling has been advertising. Cloth and gold. Price \$2.00 per copy, sent carriage paid to any address upon receipt of amount. Five dollars sent at one time will buy three copies.

Remit by check or postal order to

PRINTERS' INK PUBLISHING COMPANY,

10 SPRUCE ST., NEW YORK CITY.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIV.

NEW YORK, JANUARY 17, 1906.

No. 3.

THE WEEK BEFORE CHRISTMAS.

A COMPILATION OF DEPARTMENT STORE ADVERTISING IN NEW YORK CITY, BROOKLYN AND THE SUBURBS, SHOWING HOW MUCH SPACE EACH STORE USED IN SUNDAY, MORNING AND AFTERNOON PAPERS EACH DAY IN THE WEEK—BIG LEAD OF THE AFTERNOON PAPERS—GERMAN PAPERS STRONG ADVERTISING MEDIUMS.

Department store advertising in New York City is always a prime subject for gossip and conjecture. The public generally wonders at its extent and persistence. The advertising world is interested in estimates of the amount of money spent yearly by the big stores. The publishing world can be set buzzing and throbbing by any change in the situation, such as the news that one of the big stores has mysteriously stopped its advertising in a certain newspaper, or that some other paper is gaining or losing. In the revenue of a newspaper the publicity of the big stores is everything. Battles are fought for this patronage, and in connection with it there are many dark secrets that have to do with rates, and commissions, and obscure dummy agents.

For all the attention department store advertising attracts in New York, and all the millions of commerce that hang upon it, there is not too much accurate knowledge as to just what papers carry the most of such advertising, or which establishments spent the greatest

appropriations, or what days in the week are chosen for the largest announcements, or what is the policy of each store. Among many opinions there are but few actual figures.

With a view to reducing the subject to statistics, a tabulation of department store advertising in the English and German dailies of New York and Brooklyn was made during the week before Christmas. This tabulation began with the papers of Sunday morning December 17, and ended Saturday night December 23. At that season of the year every store in New York and Brooklyn is certain to be represented to some extent in the advertising columns. Many establishments that advertise at no other period are then found in the shadows of the great announcements of those stores that advertise every day in the year. At first a compilation of all retail advertising, large and small, was contemplated. But this was clearly too wide a subject to be compressed into the limits of a PRINTERS' INK article. Therefore, the investigation was limited to stores that are known generally as departmental houses, with names familiar nationally in many cases. The largest as well as some of the smallest were selected in the belief that statistics of the advertising of twenty or more of them would indicate the esteem in which the various New York dailies are held, not only by the department stores, but by all advertisers. For the department stores waste little money in unprofitable mediums. Where patronage is given to a group of

newspapers by one of them it may be taken as an indication that those particular newspapers pay that particular store. An advertiser in other lines studying both the store and the newspapers it uses might gain a great deal of knowledge about what is thought to be the most complex daily newspaper situation in the world.

Perhaps no better illustration of the diverse character of New York papers could be found than in the advertising policies of the big stores. Hardly any two of them advertise just alike when it comes to the selection of mediums or the concentration of advertising on certain days. Sunday, of course, is the big day of the week. Yet Wanamaker never prints a line of Sunday advertising, and Wanamaker's is, according to the statistics of the week under consideration, the most liberally advertised store in the metropolis. Some department stores used during this week nearly 250 columns of newspaper space, or thirty-five pages, a respectable Sunday newspaper in itself. Yet smaller department stores that are as well known to the shopping public of the metropolis manage to fairly cover New York, Brooklyn and the German population with less than ten columns a week. Certain stores have prejudices against certain newspapers, it would seem from outer indications, while other establishments commonly thought to be straight-laced in their advertising are found making free use of newspapers that are seldom thought of in connection with a straight-laced constituency.

As the readiest way of presenting the mass of data that was secured, the entire expenditure of each store, day by day, paper by paper, has been grouped by itself, together with a short statement of policy and methods peculiar to the establishment. Following this will be found some facts and figures concerning the newspapers and the subject as a whole. The stores take prece-

dence according to volume of expenditure.

JOHN WANAMAKER. Wanamaker's is the only prominent store in New York or Brooklyn that uses more space in morning than afternoon papers. Morning newspaper men like to think that Wanamaker depends altogether on the variety of newspaper they favor, and it is often asserted that this store forms, in New York, a bulwark against the invasion of the "evening peril." Yet, while Wanamaker used that week 2,795 inches of space in morning papers, more than two-thirds as much was used in evening dailies—2,077 inches. And of 21 papers all-told, more than half used (12) were afternoon mediums. Wanamaker's never advertises on Sunday—this is tradition. But it starts early Monday. This is its day of largest expenditure, and the whole 21 papers on its list are used before nightfall. Wanamaker's advertising is exceptionally well distributed, too. No other store uses as many different papers. With three or four exceptions no other store uses half as many. Brooklyn is persistently covered. Every German daily in New York is used. One curious fact is that not a line of Wanamaker advertising appeared that busy week in the *New York Times*, and probably none has appeared there recently. This is a curious omission when the Wanamaker page in the *Times* is recalled. But it is not the only oddity in metropolitan department store publicity. Another striking feature of the Wanamaker advertising is the extent to which the so-called "yellow" papers are employed. For, in point of space, the *Morning World* stands first on Wanamaker's list, and the *American* second.

Monday. Morning—*American* 164 inches, *World* 158, *Sun* 120, *Tribune* 111, *Staats-Zeitung* 78, *Press* 75, *Herald* 35, *Morgen-Journal* 32, *Zeitung* 31. Evening—*Staats-Zeitung* 78, *Mail* 77, *Globe* 76, *Journal* 70, *Brooklyn Standard Union* 39, *World* 39, *Brooklyn*

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"U" USE ONE PAPER ONLY?
THEN DIRECT YOUR EFFORTS TO THE READERS OF THESE HOME NEWSPAPERS

Ad-vertis-ers who have a "one paper proposition" find it to their advantage to use the one paper in each city that has the largest home circulation amongst the buying, thinking and influential classes—the greatest buyers of the world's goods and the most susceptible to the advertising of a standard article.

You don't have to consider the entire press of the country or of the city when you advertise. Concentrate upon the readers of one paper and make up your mind to make customers of them by advertising in the columns of just this one newspaper.—*Jos. A. Richards Agency, New York.*

¶ If you wish to practically cover Washington, Baltimore, Indianapolis and Montreal with but one newspaper respectively, you will make no mistake by placing the following superior home newspapers on your list :

The Washington Star
The Baltimore News
The Indianapolis News
The Montreal Star

Special Representatives:

DAN A. CARROLL,
 Tribune Building,
 NEW YORK.

W. Y. PERRY,
 Tribune Building,
 CHICAGO

Times 37, Brooklyn Eagle 36, Post 35, Sun 33, Herald 31, Telegram 23.

Tuesday. Morning—American 91 inches, Tribune 86, World 80, Sun 63, Press 40, Zeitung 36, Morgen-Journal 34, Herald 30. Evening—Mail 56, Globe 54, Staats-Zeitung 55, Sun 54, World 52, Journal 50, Telegram 48, Post 42, Brooklyn Eagle 40, Brooklyn Standard Union 39, Herald 36, Brooklyn Times 36.

Wednesday. Morning—World 140 inches, Staats-Zeitung 118, American 112, Sun 106, Tribune 68, Morgen-Journal 48, Press 40, Herald 32. Evening—Staats-Zeitung 54, Brooklyn Standard Union 50, Brooklyn Times 49, Brooklyn Eagle 46, Globe 30, Journal 28, Mail 28, Post 28, Sun 28, Telegram 28, World 26.

Thursday. Morning—Tribune 45 inches, Sun 42, American 40, World 40, Press 39, Herald 36, Staats-Zeitung 32. Evening—Globe 32, Staats-Zeitung 32, Sun 30, Mail 29, Journal 27, World 27, Post 26, Telegram 26, Brooklyn Standard Union 23, Brooklyn Times 23, Brooklyn Eagle 21.

Friday. Morning—Sun 80 inches, World 79, American 74, Press 40, Tribune 39, Staats-Zeitung 35, Herald 29. Evening—Staats-Zeitung 35, World 35, Journal 34, Sun 28, Globe 25, Mail 23, Post 21, Brooklyn Standard Union 21, Telegram 21, Brooklyn Times 19, Brooklyn Eagle 18.

Saturday. Morning—Sun 42 inches, American 40, Press 40, Tribune 35, World 33, Herald 27. Evening—none.

Totals for week: World (a. m.) 530 inches, American 521, Sun (a. m.) 453, Tribune 348, Press 274, Staats-Zeitung (a. m.) 263, Staats-Zeitung (p. m.) 254, Globe 217, Mail 213, Herald 189, Journal 179, World (p. m.) 179, Sun (p. m.) 173, Brooklyn Standard Union 172, Brooklyn Times 164, Brooklyn Eagle 161, Post 152, Telegram 146, Morgen-Journal 114, Herald 67, Zeitung 67.

Number papers used: Sunday none, morning 9, evening 12.

Advertising by days: Monday 1,348 inches, Wednesday 1,059, Tuesday Friday 656, Thursday 570, Saturday 217, Sunday none. Total for week 4,872; in morning papers 2,795, evening 2,077, Sunday none.

SIEGEL-COOPER Co. The "Big Store" stands second in amount of advertising printed during the week, but has by far the largest Sunday expenditure, more than one-fourth its space being used that day. Its list of papers comprises 18 week-day mediums, about half morning and half evening, but only one-fourth of the week-day expenditure finds its way into morning dailies. The store thrives on big space in the *World* and *American* on Sunday,

and the *World* and *Journal* head its week-day mediums. The *Globe* is third, and then comes, rather in contrast, the *Times*, while the fifth paper on its list is the *Morning Staats-Zeitung*. The Siegel-Cooper Co. has always made prices the center of its advertising, with plenty of green trading-stamps as an extra inducement. With this in mind, the five papers that head its week-day list form a quintet to set an ad-sharp thinking. It isn't always easy to say what New York papers the trading-stamp public reads.

Sunday. World 322 inches, American 183, Revue (Sunday edition German Herald) 139, Staats-Zeitung 138, Herald 117, Sun 97, Tribune 78, Brooklyn Standard Union 77, Press 42, Morgen-Journal 35, Brooklyn Eagle 19, Times 22.

Monday. Morning—Times 84 inches, Herald 20. Evening—World 127, Globe 100, Sun 86, Journal 80, Staats-Zeitung 25, Herald 21, Mail 10, Post 10, Telegram 10, Brooklyn Times 10.

Tuesday. Morning—American 48 inches, Staats-Zeitung 25, Times 25, Herald 21, Zeitung 21, Press 14. Evening—Journal 114, World 114, Globe 63, Telegram 36, Staats-Zeitung 25, Herald 21, Sun 21, Mail 14, Post 14.

Wednesday. Morning—Times 39 inches, Staats-Zeitung 25, Herald 21, Zeitung 21, Press 14. Evening—Journal 121, World 121, Globe 63, Telegram 28, Staats-Zeitung 25, Herald 21, Mail 14, Post 14, Sun 14, Brooklyn Times 14.

Thursday. Morning—Staats-Zeitung 25 inches, Herald 21, Times 21, Zeitung 21, Tribune 14. Evening—Globe 105, Journal 80, World 74, Staats-Zeitung 55, Herald 47, Sun 34, Mail 14, Post 14, Telegram 14.

Friday. Morning—Staats-Zeitung 54 inches, Zeitung 46, Herald 21, Times 21, World 14. Evening—Journal 114, World 114, Staats-Zeitung 49, Herald 43, Globe 40, Mail 22, Sun 22, Post 21, Telegram 21, Brooklyn Times 21.

Saturday. Morning—Staats-Zeitung 50 inches, Zeitung 45, Herald 21, Press 21, Times 21. Evening—none.

Totals for week: Week-day—World (p. m.) 550, Journal 509, Globe 371, Times 211, Staats-Zeitung (a. m.) 179, Staats-Zeitung (p. m.) 179, Sun (p. m.) 177, Zeitung 154, Herald 153, Herald 125, Telegram 109, Mail 74, Post 73, Press 49, American 48, Brooklyn Times 45, Tribune 14, World (a. m.) 14.

Number papers used: Sunday 12, morning 8, evening 10.

Advertising by days: Sunday 1,269 inches, Friday 623, Monday 583, Tues-

(Continued on page 8.)

I am open for another connection owing to the approaching abolition of the Advertising and Mail Sales Departments of the business in which I am now engaged.

I am, and have been for more than two years, the manager of the Advertising and Mail Sales Departments exploiting The Century Dictionary & Cyclopedia & Atlas.

Reference—By permission
GEORGE CLARKE, Treasurer The Century Dictionary & Cyclopedia & Atlas

I created, organized and conducted for three years the Advertising and Industrial Departments of the Lackawanna Railroad.

References—By permission
W. H. TRUESDALE, President Lackawanna Railroad
B. D. CALDWELL, Vice-President Lackawanna Railroad
T. W. LEE, Gen. Pass. Agt. Lackawanna Railroad

I created, organized and conducted the Advertising Department and the Sales Department of the Force Food Company during the time the business increased from 400 to 4,000 cases a day.

Reference—By permission
EDWARD ELSWORTH, President Force Food Company

I am thoroughly familiar, *from practical experience*, with sales management, newspaper advertising, magazine advertising, bill-posting, painted signs, street car work, mail order systems, booklets, printing, lithographing, engraving and follow-up systems.

References—By permission
BEN B. HAMPTON, President the Ben B. Hampton Company
EARNEST ELMO CALKINS, RALPH HOLDEN, of Calkins & Holden
O. J. GUDE, President The O. J. Gude Company

Previous experience of eleven years in reportorial and editorial positions on Chicago daily newspapers.

While desiring to become located as soon as possible, immediate engagement is not imperative.

WILLIAM B. HUNTER

7 West 22d Street, New York

day 576, Wednesday 555, Thursday 539, Saturday 158. Total for week 4,303; in Sunday papers 1,269, evening 2,240, morning 794.

BLOOMINGDALE BROTHERS. This store, standing third in amount of space used, has a condition to meet different from others, being situated way up-town at Third avenue and Sixtieth street. While out of the natural shopping center of New York, it is still the center of a most populous residential district, and employs the Manhattan papers to keep in touch with its detached clientele. The afternoon papers are all-important to Bloomingdale's. Of nearly 4,000 inches of space taken during the week, less than one-sixth represented advertising in morning papers, and only one-quarter Sunday advertising. More than half the expenditure is in the afternoon papers, and out of 2,292 inches in this medium, 1,940 were centered in five evening mediums—the *World*, *Journal*, *Globe*, *Sun* and *Telegram*. Next to large space in a few mediums, the Bloomingdale advertising is noteworthy for the evenness with which it is distributed throughout the week and attention to the German papers.

Sunday. *World* 286 inches, *Herald* 225, *American* 221, *Revue* 143, *Staats-Zeitung* 85, *Sun* 15.

Monday. Morning—none. Evening—*Journal* 86 inches, *World* 83, *Telegram* 68, *Mail* 58, *Globe* 11.

Tuesday. Morning—*American* 32 inches. Evening—*Journal* 99, *World* 99, *Globe* 90, *Sun* 83, *Staats-Zeitung* 42, *Herold* 41, *Telegram* 20.

Wednesday. Morning—*World* 42 inches, *Staats-Zeitung* 42, *Zeitung* 41, *Herald* 13. Evening—*Journal* 98, *World* 98, *Globe* 82, *Staats-Zeitung* 64, *Mail* 46, *Telegram* 42, *Sun* 20.

Thursday. Morning—*Staats-Zeitung* 63 inches, *American* 60, *World* 60, *Herald* 20. Evening—*World* 118, *Journal* 198, *Globe* 103, *Sun* 82, *Telegram* 67.

Friday. Morning—*Zeitung* 70 inches, *Herald* 15. Evening—*World* 128, *Journal* 110, *Sun* 104, *Globe* 72, *Telegram* 70, *Staats-Zeitung* 55, *Herold* 46.

Saturday. Morning—*Staats-Zeitung* 55 inches, *World* 46, *Zeitung* 46, *American* 45, *Herald* 12.

Totals for week: Week-day—*World* (p. m.) 526, *Journal* 500, *Globe* 358, *Sun* (p. m.) 289, *Telegram* 267, *Staats-Zeitung* (p. m.) 161, *Staats-Zeitung* (a. m.) 160, *Zeitung* 157, *World* (a. m.)

148, *American* 137, *Mail* 104, *Herold* 87, *Herald* 60.

Numbers of papers used: Sunday 6, morning 5, evening 8.

Advertising by days: Sunday 975 inches, Friday 679, Thursday 671, Wednesday 588, Tuesday 506, Monday 306, Saturday 204. Total for week 3,929; in Sunday papers 975, evening 2,292, morning 662.

R. H. MACY & Co. Another little peculiarity of the New York situation appears in the statistics of this popular-price establishment. For while an even half of the week's expenditure appears in evening papers, and nearly two-thirds of that in four afternoon dailies of popular tone—the *Telegram*, *Globe*, *Journal* and *Sun*—it is not certain that the proprietors of Macy's know that a newspaper called the *World* is published in New York City. For none of this store's advertising appears in that paper Sunday, afternoon or morning. Concentration in a few mediums, large space, and a disposition to make Tuesday, Wednesday and Thursday of as great importance as Sunday, characterize the publicity of this store. It is conspicuous, too, for being content with the English dailies of Manhattan—no Brooklyn or German papers were used.

Sunday. *Herald* 245 inches, *American* 220, *Tribune* 178, *News* 80, *Sun* 80.

Monday. Morning—*Tribune* 22 inches, *American* 10, *Sun* 9. Evening—*Globe* 15, *Journal* 15, *Mail* 14, *Post* 14, *Sun* 14, *Telegram* 14, *News* 13.

Tuesday. Morning—*Sun* 76 inches, *American* 40, *Tribune* 40, *Herald* 20. Evening—*Journal* 111, *Globe* 109, *Telegram* 108, *Sun* 76, *News* 62, *Mail* 56, *Post* 31.

Wednesday. Morning—*Tribune* 44 inches, *American* 40, *Sun* 37, *Herald* 20. Evening—*Globe* 109, *Telegram* 97, *Journal* 91, *Sun* 72, *Mail* 41, *Post* 38, *News* 34.

Thursday. Morning—*Sun* 82 inches, *Tribune* 30, *American* 30, *Herald* 20. Evening—*Telegram* 108, *Journal* 91, *Globe* 87, *Sun* 72, *Mail* 41, *News* 34, *Post* 20.

Friday. Morning—*Tribune* 23 inches, *Sun* 21, *American* 20, *Herald* 20. Evening—*Globe* 22, *Mail* 22, *News* 22, *Sun* 22, *Post* 21, *Telegram* 21, *Journal* 20.

Saturday. Morning—*Tribune* 22 inches, *American* 12, *Sun* 12, *Herald* 7. Evening—none.

Totals for week: Week-day—Tele-

gram 348, Globe 342, Journal 328, Sun (p. m.) 256, Sun (a. m.) 237, Tribune 190, Mail 174, News 165, American 152, Post 124, Herald 87.

Number papers used: Sunday 5, morning 4, evening 7.

Advertising by days: Sunday 803 inches, Tuesday 729, Thursday 624, Wednesday 623, Friday 234, Monday 140, Saturday 53. Total for week 3,206; in Sunday papers 803, evening 1,737, morning 666.

SIMPSON-CRAWFORD Co. Next to Wanamaker's the most extensively advertised store of the better class, and to be regarded as Wanamaker's most direct competitor. The feature of the Simpson-Crawford advertising is its daily week-day page in the *Times*, formerly occupied by Wanamaker's. This page makes up one-fourth of the store's whole expenditure, and one-third of its expenditure in addition goes into two afternoon papers, the *Journal* and *World*. With another third spent in ten Sunday papers to get representation on the Sabbath, there is only a modicum left to be distributed among mediums like the *Tribune*, *Press*, *Post*, *Globe*, *Mail*, etc. On Sundays the three German papers are used. The use of the *World* and *Journal*, when it is remembered that Wanamaker employs them as extensively, would seem to give those widely-circulated papers credit for a quality in their clientele that is incompatible with their wood-type headlines.

Sunday. Herald 210 inches, World 180, American 167, Morgen-Journal 158, Brooklyn Eagle, Staats-Zeitung 57, Tribune 48, Times 27, Revue 21, Telegraph 13.

Monday. Morning—Times 147 inches, Press 43. Evening—Journal 94, World 92.

Tuesday. Morning—Times 147 inches, American 32. Evening—Journal 106, World 96, Mail 11.

Wednesday. Morning—Times 147 inches, American 28, Tribune 21, Herald 9. Evening—World 135, Journal 126, Sun 10.

Thursday. Morning—Times 147 inches. Evening—World 115, Journal 114, Globe 18, Post 18.

Friday. Morning—Times 147 inches. Evening—Journal 94, World 94, Mail 20, Globe 19, Post 17.

Saturday. Morning—Times 147 inches, American 19. Evening—none.

Totals for week: Week-day—Times 882, Journal 534, World (p. m.) 532,

American 79, Press 43, Globe 37, Post 35, Mail 31, Tribune 21, Sun (p. m.) 10, Herald 9.

Number papers used: Sunday 10, morning 5, evening 6.

Advertising by days: Sunday 942 inches, Wednesday 476, Thursday 412, Tuesday 392, Friday 391, Monday 376, Saturday 166, Total for week 3,155; in Sunday papers 942, evening 1,171, morning 1,034.

HEARN'S. The most noteworthy feature of this store's advertising is the persistency with which its announcements occupy even columns. Hearn's may take a single column, or two columns, or three columns, but it is seldom known to break one. A column of newspaper space at Hearn's seems to be a sort of eleventh commandment, to be respected, and filled with just as many priced items of merchandise as can be crowded in, all in light-face type, with no cuts. During the Christmas season this store made a point of closing every evening at seven o'clock. It evidently adheres to a good representation on Sunday, with nearly twice as good a showing on Tuesday and Friday, and such advertising on other days of the week as will enable each day to take care of itself in the way of business. The *Journal* and *Evening World* stand first, and after them the Brooklyn *Eagle* and Brooklyn *Times*, in which Hearn's uses almost as much space. In fact, during the week under consideration no New York store used so much space in Brooklyn papers as Hearn's, and its showing across the bridge exceeded that of all the Brooklyn department stores save Loeser's and Abraham & Straus. It is also prominent in the German papers. The use of the staid *Tribune* in a list otherwise confined to popular mediums is noteworthy.

Sunday. Herald 63 inches, American 60, World 55, Tribune 43, Staats-Zeitung 42, Revue 41, News 40.

Monday. Morning—none. Evening—Brooklyn Eagle 44 inches, Brooklyn Times 44, Staats-Zeitung 42, Herald 41, Telegram 41, Globe 40, Journal 40, World 40.

Tuesday. Morning—Tribune 43 inches, Staats-Zeitung 42, Zeitung 41, Herald 20. Evening—Journal 60, World 60, Brooklyn Eagle 44, Brooklyn

Times 44, Globe 42, Staats-Zeitung 42, Herold 41, Telegram 41, News 39.

Wednesday. Morning—Tribune 43 inches, Staats-Zeitung 42, Herald 20. Evening—Journal 60, World 60, Brooklyn Eagle 44, Brooklyn Times 44, Globe 42, Staats-Zeitung 42, Herold 41, Telegram 41.

Thursday. Morning—Tribune 43 inches, Staats-Zeitung 42, Zeitung 41, Herald 20. Evening—Brooklyn Eagle 44, Brooklyn Times 44, Globe 42, Staats-Zeitung 42, Herold 41, Telegram 41, Journal 40, World 40, News 39.

Friday. Morning—Tribune 43 inches, Staats-Zeitung 42, American 40, Herald 40. Evening—Journal 60, World 60, Brooklyn Eagle 44, Brooklyn Times 44, Telegram 42, Staats-Zeitung 42, Herold 41, Globe 40.

Saturday. Morning—Tribune 43 inches, Zeitung 41, American 40, Staats-Zeitung 40, Herald 20.

Totals for week: Week-day—Journal 260, World (p. m.) 260, Brooklyn Eagle 220, Brooklyn Times 220, Tribune 215, Staats-Zeitung (p. m.) 210, Staats-Zeitung (a. m.) 208, Globe 206, Telegram 206, Herold 205, Zeitung 123, Herald 120, American 80, News 78.

Number papers used: Sunday 7, morning 5, evening 9.

Advertising by days: Tuesday 559 inches, Friday 538, Thursday 519, Wednesday 479, Sunday 344, Monday 331, Saturday 184. Total for week 2,955; in Sunday papers 344, evening 1,865, morning 746.

ADAMS DRY GOODS Co. This is one of several popular-price stores that obtain all their newspaper publicity through large illustrated announcements in a small group of evening papers of wide circulation. Their ads loom big in the Sunday papers, but actual figures show that they bring their heavy artillery into line on Thursday, Friday or some other week-day, "Be sure and come early tomorrow" being the tenor of their argument. Adams' seems to know where its public lives, and what it reads, and on what days it is free to shop. It uses the German papers sparingly, with but two morning papers, and advertises in Brooklyn only on Sunday. Practically, the *World*, *Journal* and *Sun* suffice for its evening story, with the *Globe*, *Mail* and *Telegram* as foils to these. The "quality" papers it ignores.

Sunday. World 154 inches, Herald 147, American 140, Staats-Zeitung 106, Revue 90, Sun 86, News 78, Brooklyn Eagle 67.

Monday. Morning—none. Evening

--News 78 inches, Sun 55, Journal 52, World 52.

Tuesday. Morning—none. Evening—World 99 inches, Sun 84, Journal 80.

Wednesday. Morning—none. Evening—World 65 inches, Journal 64.

Thursday. Morning—none. Evening—Herold 82 inches, Journal 80, World 80, Sun 76, Mail 75, Globe 74, Telegram 73.

Friday. Morning—Press 15 inches, World 14. Evening—Sun 92, Globe 87, Mail 87, Telegram 87, Journal 86, World 85.

Saturday. Morning—Press 35 inches, World 33. Evening—Sun 35, Journal 34, Mail 34, Globe 33, Telegram 33, World 33.

Totals for week: Week-day—World (p. m.) 414, Journal 396, Sun (p. m.) 344, Mail 196, Globe 194, Telegram 193, Herold 82, News 78, Press 50, World (a. m.) 47.

Number papers used: Sunday 8, morning 2, evening 8.

Advertising by days: Sunday 868 inches, Friday 553, Thursday 540, Saturday 270, Tuesday 263, Monday 237, Wednesday 129. Total for week 2,860; in Sunday papers 868, evening 1,897, morning 97.

ERICH BROS. This is another popular-price store publishing full-page ads crammed with pictures and prices, using only the evening papers through the week, and mighty few of those. In proportion to expenditure, no other large store tells its story so emphatically on Sundays as Erich's. Just about half of its week's appropriation is invested that day, and stress is laid on the promptness with which mail-orders are filled. The big Sunday ads of such stores are, in a way, catalogues for out-of-town readers. One German paper, the *Herold*, is used to a limited extent, but on week-days this establishment confines its publicity almost entirely to the *Journal* and *Evening World*.

Sunday. American 291 inches, World 269, Herald 147, Revue 66, Staats-Zeitung 58, Brooklyn Eagle 45, News 23, Telegraph 13.

Monday. Morning—none. Evening—Journal 80 inches, World 79, Herold 60, Staats-Zeitung 57.

Tuesday. Morning—none. Evening—Journal 50 inches, World 40.

Wednesday. Morning—none. Evening—Journal 58 inches, World 40, Globe 21, Sun 21.

Thursday. Morning—none. Evening—Journal 119 inches, World 80, Telegram 41.

Friday. Morning—none. Evening—

Journal 130 inches, World 120, Herold 48.

Saturday. None.

Totals for week: Week-day—Journal 437 inches, World (p. m.) 359, Herold 108, Staats-Zeitung (p. m.) 57, Telegram 41, Globe 21, Sun (p. m.) 21.

Number papers used: Sunday 8, morning none, evening 7.

Advertising by days: Sunday 912 inches, Friday 298, Monday 276, Thursday 240, Wednesday 140, Tuesday 90, Saturday none. Total for week 1,956; in Sunday papers 912, evening 1,044, morning none.

THE 14TH STREET STORE. Of all the popular-price stores in New York this establishment is said to be cheapest. It gives trading-stamps and is close to the hearts of the plain people. Its ads abound in cuts and figures and black type, and fastidious shoppers know it not, so one-third the weekly appropriation is spent with a group of Sunday papers, while the *Journal* and *Evening World* get the rest.

Sunday. American 220 inches, World 135, Morgen-Journal 40, Revue 40, Herald 39, Brooklyn Eagle 34, Staats-Zeitung 34, Tribune 32.

Monday. Morning—Morgen-Journal 24 inches. Evening—Journal 28, Herold 24, World 17.

Tuesday. Morning—none. Evening—Journal 100 inches, World 100.

Wednesday. Morning—none. Evening—Journal 100 inches, World 100.

Thursday. Morning—American 6 inches. Evening—Journal 140, World 100, Herold 30, Telegram 30, Globe 25.

Friday. Morning—none. Evening—Journal 140 inches, World 120, Telegram 37, Globe 36.

Saturday. None.

Totals for week: Week-day—Journal 508, World (p. m.) 437, Telegram 67, Globe 61, Herold 54, Morgen-Journal 24, American 7.

Number papers used: Sunday 8, morning 2, evening 5.

Advertising by days: Sunday 574 inches, Friday 333, Thursday 331, Wednesday 200, Tuesday 200, Monday 93, Saturday none. Total for week 1,731; in Sunday papers 574, evening 1,127, morning 30.

FREDERICK LOESER & Co., Brooklyn. Loeser's is the Wanamaker's of Brooklyn, as well as the largest departmental establishment in that borough. Its trade is high-class and its advertising modeled on Wanamaker's to some extent, with only an occasional illustration. Loeser's advertising policy differs from those of the Manhattan stores. First and fore-

most it employs the Brooklyn *Eagle*, running a double-page ad therein on Sundays and spending more than one-third of its total appropriation in this single paper. The other two dailies in Brooklyn also come in for generous patronage, but on the principle that a good many Brooklyn people are reached by New York dailies, Loeser's endeavors at the right time in the week to print store news in mediums across the bridges. Second on its list for the week under consideration was the *New York Times*, in which a generous advertisement appears on several mornings. On Sundays the *New York Sun* carries a large Loeser ad, and seems to be the only Manhattan paper to do so on that day. No German papers were used. In its small list of mediums Loeser's aims to spread its expenditure evenly over the six week days.

Sunday. Brooklyn Eagle 338 inches, Sun 59.

Monday. Morning—none. Evening—Brooklyn Eagle 184 inches, Brooklyn Times 37.

Tuesday. Morning—Times 42 inches. Evening—Brooklyn Eagle 132, Brooklyn Times 45, Brooklyn Standard Union 43, Journal 19.

Wednesday. Morning—Times 42 inches. Evening—Brooklyn Eagle 132, Brooklyn Times 26, Sun 22.

Thursday. Morning—Times 42 inches, American 40. Evening—Brooklyn Eagle 97, World 40, Brooklyn Standard Union 30, Brooklyn Times 19.

Friday. Morning—Times 42 inches. Evening—Brooklyn Eagle 110, Brooklyn Standard Union 22, Brooklyn Times 20.

Saturday. None.

Totals for week: Week-day—Brooklyn Eagle 655 inches, Times 168, Brooklyn Times 147, Brooklyn Standard Union 95, American 40, World (p. m.) 40, Sun (p. m.), 22, Journal 19.

Number of papers used: Sunday 2, morning 2, evening 6.

Advertising by days: Sunday 397 inches, Tuesday 281, Thursday 268, Wednesday 222, Monday 221, Friday 194, Saturday none. Total for week 1,583; in Sunday papers 397, evening 978, morning 208.

ROTHENBERG & Co. This bargain store in 14th street depends on telling a strong story in large space in the Sunday papers, with generous use of the German papers on that day. Nearly half its

appropriation goes in Sunday advertising, and the rest in three evening papers through the week. The *Evening World* and *Journal* stand first, and Rothenberg's prefers, as its third medium, the *News*, now a Tammany organ, which has the advertising of only a few of the big stores, but seems to be valued and used persistently by those that do patronize its columns.

Sunday. World 115 inches, American 120, Herald 84, Revue 82, News 80, Morgen-Journal 79, Staats-Zeitung 40.

Monday. Morning—none. Evening—World 59 inches, Journal 52, News 48.

Tuesday. Morning—none. Evening—World 60 inches, Journal 60, News 53.

Wednesday. Morning—none. Evening—World 60 inches, Journal 60, News 54.

Thursday. Morning—none. Evening—News 66 inches, World 66, Journal 62.

Friday. Morning—none. Evening—World 72 inches, Journal 71, News 56.

Saturday. None.

Totals for week: Week-day—World (p. m.) 317, Journal 305, News 277.

Number papers used: Sunday 7, morning none, evening 3.

Advertising by days: Sunday 600 inches, Friday 190, Thursday 194, Wednesday 174, Tuesday 173, Monday 159, Saturday none. Total for week 1,499; in Sunday papers 600, evening 899, morning none.

ABRAHAM & STRAUS, Brooklyn. This, the largest popular-price store in Brooklyn, finds the *Eagle*, of course, its chief reliance, as do all the stores in that borough. Just about one-quarter of its entire weekly expenditure goes into a double-page ad in the Sunday *Eagle*, and on that day the *Sun* and *Tribune* are used as well. During the week the three Brooklyn dailies carry a good showing of publicity for Abraham & Straus each day but Saturday. On Friday night a number of New York papers are employed to attract Saturday shoppers.

Sunday. Brooklyn Eagle 330 inches, Brooklyn Standard Union 63, Tribune 60, Sun 59.

Monday. Morning—none. Evening—Brooklyn Eagle 154 inches, Brooklyn Standard Union 23.

Tuesday. Morning—none. Evening—Brooklyn Eagle 110 inches, Brooklyn Standard Union 45, Brooklyn Times 36.

Wednesday. Morning—none. Evening—Brooklyn Eagle 110 inches, Brooklyn Standard Union 30.

Thursday. Morning—none. Evening—Brooklyn Eagle 107 inches, Brooklyn Standard Union 39, Brooklyn Times 30.

Friday. Morning—none. Evening—Brooklyn Eagle 34 inches, Journal 30, Sun 30, Brooklyn Standard Union 30, Brooklyn Times 30, World 28.

Saturday. None.

Totals for week: Week-day—Brooklyn Eagle 515 inches, Brooklyn Standard Union 167, Brooklyn Times 96, Sun (p. m.) 30, Journal 30, World (p. m.) 28.

Number papers used: Sunday 4, morning none, evening 6.

Advertising by days: Sunday 512, Tuesday 191, Friday 182, Monday 177, Thursday 176, Wednesday 140, Saturday none.

H. O'NEILL & Co. This store seeks a high-class showing in a few of the best papers, advertising liberally on Sunday in proportion to its expenditure, and through the week using the best evening papers almost exclusively. The *Evening Sun* is its chief medium, the *Globe* second, and the solid quality of the *Evening World* is indicated by the fact that it is third on this store's list. On Sundays two German papers are employed.

Sunday. Sun 86 inches, Herald 84, World 74, Staats-Zeitung 42, Revue 39, Times 37, Tribune 33.

Monday. Morning—none. Evening—World 39 inches, Sun 35.

Tuesday. Morning—Herald 18 inches, Sun 18, World 18. Evening—Sun 67, Globe 40, Telegram 36.

Wednesday. Morning—none. Evening—Globe 40 inches, Sun 40, World 40, Telegram 26.

Thursday. Morning—none. Evening—Globe 40 inches, Sun 40, World 40.

Friday. Morning none. Evening—Globe 57 inches, Sun 57, World 56.

Saturday. None.

Totals for week: Week-day—Sun (p. m.) 239 inches, Globe 177, World (p. m.) 175, Telegram 62, Herald 18, Sun 18, World (a. m.) 18.

Number papers used: Sunday 7, morning 3, evening 4.

Advertising by days: Sunday 395 inches, Tuesday 197, Friday 170, Wednesday 146, Thursday 120, Monday 74, Saturday none. Total for week 1,102; in Sunday papers 395, evening 653, morning 54.

STERN BROTHERS. This dignified house in 23d street follows pretty much the same advertising policy as O'Neill's, spending

slightly less for its publicity in the high-class afternoon papers.

Sunday. Herald 56 inches, World 54, Tribune 50, Times 49, Press 48, Sun 48, Brooklyn Eagle 44, Staats-Zeitung 34.

Monday. Morning—none. Evening—Globe 16 inches, Mail 16, Post 16, Sun 16, World 16.

Tuesday. Morning—Tribune 18 inches, Herald 17, Times 17, World 17. Evening—Sun 21, Globe 20, World 17, Mail 16, Post 16.

Wednesday. Morning—none. Evening—World 24 inches, Sun 23, Globe 21, Mail 19, Post 19.

Thursday. Morning—Times 14 inches, World 14, Herald 13, Tribune 13. Evening—Mail 19, Post 16, World 16, Globe 15.

Friday. Morning—None. Evening—Globe 11 inches, Mail 11, Post 11, Sun 11, World 11.

Saturday. None.

Totals for week: Week-day—World (p. m.) 84 inches, Globe 83, Mail 81, Post 78, Sun (p. m.) 71, Times 31, Tribune 31, World (a. m.) 31, Herald 30.

Number papers used: Sunday 8, morning 4, evening 5.

Advertising by days: Sunday 383 inches, Tuesday 159, Thursday 120, Wednesday 106, Monday 80, Friday 55, Saturday none. Total for week 903; in Sunday papers 383, evening 397, morning 123.

SAKS & COMPANY. This store, while a departmental house in character, probably does more advertising to men than any other establishment in the city not catering to men exclusively. The Saks advertising is, perhaps for this reason, among the most cleverly handled in the city. The expenditure is not vast, and instead of trying to distribute it so as to cover the whole situation every day in the week, it appears that a select list of papers is used on important days. There are large Saks ads in five Sunday papers, for example, and these are followed up by smaller ones Monday morning. Then, Monday night, no advertising—Tuesday morning, no advertising—Tuesday night, nothing—Wednesday morning, none. But on Wednesday night, slam! bang! go big ads in the whole list again, to be followed up Thursday morning. Then nothing Thursday night, or Friday morning, but on Friday night and Saturday morning the slam-bang proposition is repeated.

Nearly everybody in New York sees the Saks advertising, and probably most advertising men are under the impression that this house pays for just about four times as much space as it actually does. Its method seems to have no counterpart among the policies of other big stores, and no other store preserves so good a balance between the afternoon and morning papers.

Sunday. Sun 77 inches, Times 77, American 76, Herald 74, World 74.

Monday. Morning—American 11 inches, Herald 11, Sun 11, Times 11, World 11. Evening—none.

Tuesday. Morning—none. Evening—none.

Wednesday. Morning—none. Evening—Telegram 17 inches, Globe 16, Journal 16, Sun 16, World 16.

Thursday. Morning—American 19 inches, Sun 19, Times 19, World 19, Herald 18. Evening—none.

Friday. Morning—none. Evening—Journal 40 inches, Sun 40, World 40, Globe 20, Telegram 19.

Saturday. Morning—American 9, Herald 9, Press 9, Sun 9, Times 9, World 9. Evening—none.

Totals for week: Week-day—Journal 56 inches, Sun (p. m.) 56, World (p. m.) 56, American 39, Sun 39, Times 39, World (a. m.) 39, Herald 38, Globe 36, Telegram 36, Press 9.

Number papers used: Sunday 5, morning 6, evening 5.

Advertising by days: Sunday 378 inches, Friday 159, Thursday 94, Wednesday 81, Saturday 54, Monday 55, Tuesday none. Total for week 821; in Sunday papers 378, evening 240, morning 203.

A. D. MATTHEWS' SONS, Brooklyn. One of the large stores of the colony across the bridges, with an important advertising expenditure in its own territory—third in Brooklyn, in fact. Manhattan papers on Sunday, the German Sunday papers, and Brooklyn evening papers through the week, give it publicity for popular-price merchandising.

Sunday. Brooklyn Eagle 93 inches, Brooklyn Standard Union 80, Tribune 59, Press 51, Sun 50, Staats-Zeitung 19, Morgen-Journal 11, Revue 9.

Monday. Morning—none. Evening—Brooklyn Times 43 inches, Brooklyn Eagle 27, Staats-Zeitung 19, Brooklyn Standard Union 9.

Tuesday. Morning—none. Evening—Brooklyn Eagle 46 inches, Brooklyn Standard Union 29, Brooklyn Times 21.

Wednesday. Morning—none. Brooklyn Eagle 42 inches, Brooklyn Standard Union 37, Brooklyn Times 35.

Thursday. Morning—none. Evening—Brooklyn Eagle 40 inches, Brooklyn Times 19, Brooklyn Standard Union 8.

Friday. Morning—none. Evening—Brooklyn Eagle 27 inches, Brooklyn Standard Union 19, Brooklyn Times 18.

Saturday. Morning—none. Evening—Brooklyn Times 6 inches.

Totals for week: Week-day—Brooklyn Eagle 182 inches, Brooklyn Times 132, Brooklyn Standard Union 102, Staats-Zeitung (p. m.) 19.

Number papers used: Sunday 8, morning none, evening 4.

Advertising by days: Sunday 372 inches, Wednesday 104, Monday 98, Tuesday 96, Thursday 67, Friday 64, Saturday 6. Total for week 807; in Sunday papers 372, evening 435, morning none.

LORD & TAYLOR. The prim announcements of this conservative house are conspicuous for being set in italic and old style, with about as much white space as type. Despite the high class of trade sought, Lord & Taylor adhere to the evening papers. But their characteristic mediums are the *Post*, *Sun*, *Telegram*, *World*, etc., through the week. Half the expenditure goes into Sunday papers, on which day the *World* leads.

Sunday. World 122 inches, Herald 106, Sun 88, Tribune 57, Times 50, Brooklyn Eagle 16, Press 16, American 11.

Monday. Morning—none. Evening—Sun 13 inches, Post 12, Sun 12, Telegram 12, World 12.

Tuesday. Morning—none. Evening—Sun 5 inches, Telegram 5.

Wednesday. Morning—none. Evening—Sun 24 inches, World 23, Mail 18, Post 18, Telegram 6.

Thursday. Morning—World 23 inches, Sun 18, Herald 17, Press 6. Evening—Sun 25, Mail 18, World 10, Telegram 6.

Friday. Morning—none. Evening—Sun 13 inches, World 13.

Saturday. Morning—none. Evening—Telegram 13 inches.

Totals for week: Week-day—Sun (p. m.) 80 inches, World (p. m.) 58, Mail 48, Telegram 42, Post 30, World (a. m.) 23, Sun (a. m.) 18, Herald 17, Press 6.

Number papers used: Sunday 8, morning 4, evening 5.

Advertising by days: Sunday 466 inches, Thursday 123, Wednesday 89, Monday 61, Friday 26, Saturday 16, Tuesday 7. Total for week 788; in Sunday papers 466, evening 258, morning 64.

JAMES MCCREERY & Co. The announcements of this 23d street

house are conspicuous for being limited to single-column width, and cut up into short individual advertisements which are scattered over a page, or sometimes through the whole paper. Prices make up their context, and all description is given in terms so reserved that a McCreery ad seldom speaks a word in favor of the goods. This store is the only one except Wanamaker's that used no Sunday advertising.

Sunday. None.

Monday. Morning—none. Evening—Telegram 51 inches, World 49, Globe 34, Sun 23, Mail 8.

Tuesday. Morning—World 14 inches, Press 12, Sun 11, Times 9, Herald 6. Evening—World 49, Telegram 35, Globe 27, Sun 20.

Wednesday. Morning—World 24 inches, Press 10, Sun 8, Tribune 4. Evening—Globe 37, World 20, Sun 18, Telegram 15, Mail 4.

Thursday. Morning—World 16 inches, Times 6, Sun 3. Evening—World 26, Telegram 25, Sun 19, Globe 5, Mail 3.

Friday. Morning—World 16 inches, Press 5, Times 4. Evening—World 6, Sun 5, Telegram 5.

Saturday. Morning—World 6 inches. Evening—none.

Totals for week: Week-day—World (p. m.) 150 inches, Telegram 131, Globe 103, Sun (p. m.) 85, World (a. m.) 76, Press 27, Sun (a. m.) 22, Times 19, Mail 15, Tribune 4.

Number papers used: Sunday none, morning 6, evening 5.

Advertising by days: Tuesday 183 inches, Monday 165, Wednesday 140, Thursday 103, Friday 41, Saturday 6, Sunday none. Total for week 638; in Sunday papers none, evening 484, morning 154.

B. ALTMAN & Co. This firm name is synonymous in New York with all that stands for the blue stocking in retailing. Its ads are conservative descriptions, conspicuous for white space and quiet typography. An expenditure not large, but evidently well distributed. Evening papers predominate.

Sunday. American 35 inches, Press 35, Sun 35, Tribune 35, Brooklyn Eagle 34, Herald 34, World 34, Times 32, Brooklyn Standard Union 16.

Monday. Morning—none. Evening—Journal 14 inches, Mail 14, Post 14, Sun 14, Telegram 14, World 14, Globe 13.

Tuesday. Morning—Sun 14 inches, Times 14. Evening—World 14, Globe 13, Journal 13, Mail 13, Post 13, Sun 13, Telegram 13.

Wednesday. Morning—Sun 17 inches, Times 17, Press 4, Tribune 4, World 4, Evening—Globe 13, Mail 4, Post 4, Sun 4, Telegram 4, World 4, Journal 2.

Thursday. Morning—Sun 4 inches, Times 4, Evening—Globe 4, Post 4, Sun 4, Telegram 4, World 4, Journal 2.

Friday. Morning—Sun 4 inches, Times 4, Evening—none.

Saturday. None.

Totals for week: Week-day—Globe 43 inches, Sun (a. m.) 39, Times 39, World (p. m.) 36, Post 35, Sun (p. m.) 35, Telegram 35, Journal 31, Mail 31, Press 4, Tribune 4, World (a. m.) 4.

Number papers used: Sunday 9, morning 5, evening 7.

Advertising by days: Sunday 290 inches, Tuesday 120, Monday 97, Wednesday 81, Thursday 30, Friday 8, Saturday none. Total for week 626; in Sunday papers 290, evening 246, morning 90.

ARNOLD, CONSTABLE & Co. This staid Broadway house is the third of a trio, made up of itself, Lord & Taylor and Altman, that is conspicuous for dignified advertising, the quiet tone and (what is more important to the observer of New York dailies) the use of pretty much the same amount of space in the same mediums, and on the same days. This house alone, of the trio, uses German papers.

Sunday. Herald 42 inches, Times 28, Sun 26, American 17, Brooklyn Eagle 17, Press 17, Revue 17, Staats-Zeitung 17, Brooklyn Standard Union 17, World 17, Tribune 15.

Monday. Morning—none. Evening—Globe 7 inches, Mail 7, Post 7, Sun 7, Telegram 7, World 7.

Tuesday. Morning—Herald 7 inches. Evening—Mail 15, Globe 14, Post 14, Sun 14, Telegram 14, Journal 7, World 6.

Wednesday. Morning—Herald 13 inches. Evening—Telegram 12, Globe 11, Mail 11, Post 11, Sun 11.

Thursday. Morning—Herald 11 inches. Evening—none.

Friday. None.

Saturday. None.

Totals for week: Week-day—Mail 33 inches, Telegram 33, Globe 32, Post 32, Sun (p. m.) 32, Herald 31, World (p. m.) 13, Journal 7.

Number papers used: Sunday 11, morning 1, evening 7.

Advertising by days: Sunday 230 inches, Tuesday 91, Wednesday 69, Monday 42, Thursday 11, Friday and Saturday none. Total for week 443; in Sunday papers 230, evening 182, morning 31.

H. C. F. KOCH & Co. The Harlem department store most prominent for its newspaper advertising. With the problem of

interesting people in a popular-price store on 125th street, near Seventh avenue, this establishment seems to find it well to put its entire expenditure into a few Sunday papers, following up on Monday morning with a reminder at least, that is the inference to be drawn from its Christmas advertising.

Sunday. Herald 42 inches, Staats-Zeitung 42, Revue 41, American 40, World 38, Times 25, Sun 24.

Monday. Morning—none. Evening—Staats-Zeitung 42 inches.

Tuesday to Saturday. None.

Total for week: 294 inches; in Sunday papers 252, evening 42, morning none.

JOURNEAY & BURNHAM, Brooklyn. A high-class store, quiet in its advertising, with small expenditure. During the week before Christmas the death of Hugh Boyd, president of the company, caused a suspension of advertising.

Sunday. Brooklyn Eagle 120 inches, Brooklyn Standard Union 48, Sun 18.

Monday. None.

Tuesday. Morning—none. Evening—Brooklyn Standard Union 20 inches, Brooklyn Eagle 8, Brooklyn Times 7.

Wednesday. Morning—none. Evening—Brooklyn Eagle 32 inches, Brooklyn Standard Union 27.

Thursday to Saturday. None.

Total for week: 280 inches; in Sunday papers 186, evening 94, morning none.

JOHN DANIELL, SONS & SONS. A staid old house on Broadway opposite Wanamaker's, dealing largely in "jobs" and advertising for the better class of bargain hunters. Its announcements are filled with prices, and occupy small space. This was the smallest expenditure of the week, aggregating less than ten columns of space. Yet no store achieved so wide a distribution of its advertising in proportion, and probably no store got a higher percentage of return from its newspaper operations.

Sunday. Brooklyn Eagle 21 inches, Herald 21, World 21, Staats-Zeitung 19, Press 16, American 14.

Monday. Morning—none. Evening—Brooklyn Times 13 inches, Telegram 5, World 5.

Tuesday. None.
Wednesday. Morning—none. Evening—Mail 7 inches, Globe 7.

Thursday. Morning—none. Evening—Post 13 inches, Mail 8.

Friday. Morning—Times 8 inches. Evening—Telegram 9, World 9.

Saturday. None.

Totals for week: Week-day—Mail 15 inches, Telegram 14, World (p. m.) 14, Post 13, Brooklyn Times 13, Times 8.

Number papers used: Sunday 6, morning 1, evening 6.

Advertising by days: Sunday 112 inches, Friday 26, Monday 23, Thursday 21, Wednesday 14, Tuesday and Saturday none. Total for week 196; in Sunday papers 112, evening 76, morning 8.

The foregoing tables give a view of department store advertising from the standpoint of the stores themselves. Viewed from the standpoint of the newspapers that carry this advertising, the subject is even more interesting. It is generally known, of course, that the *Evening World*, the *Journal*, the *Evening Sun* and the *Telegram* carry enormous quantities of this publicity. But it is perhaps not so widely known that in the past year the *Globe*, under its new publisher, has secured department store advertising enough to place it among the leaders, where two years ago it had none at all. During the week before Christmas the *Globe* stood third among all the morning and evening papers, English and German, of New York and Brooklyn.

Here is how they all stand in number of inches of advertising for the above stores carried during the week of December 18-23:

	In. Adv'g for above Dep't Stores.
Evening World.....	4,227
Evening Journal.....	4,009
Globe (p. m.).....	2,288
Evening Sun.....	1,918
Brooklyn Eagle (p. m.).....	1,773
Evening Telegram.....	1,731
Times (a. m.).....	1,397
American (a. m.).....	1,202
Evening Mail.....	1,015
Evening Staats-Zeitung.....	932
Morning World.....	930
Tribune (a. m.).....	863
Sun (a. m.).....	826
Brooklyn Times (p. m.).....	823
Staats-Zeitung (a. m.).....	810
Herold (German—p. m.).....	756
Herald (a. m.).....	730
News (p. m.).....	598
Brooklyn Standard Union (p. m.).....	583
Evening Post.....	572
Zeitung (a. m.).....	501
Press (a. m.).....	462
Morgen-Journal (a. m.).....	138

In making the above schedule all Sunday editions were eliminated, as being unfair to those papers that have no Sunday issue. Sunday issues are really separate publications. The relative standing of the Sunday papers of Manhattan and Brooklyn on December 17 was as follows:

	In. Adv'g for above Dep't Stores, Dec 17.
World.....	1,950
American.....	1,815
Herald.....	1,736
Brooklyn Eagle.....	1,239
Sun.....	848
Staats-Zeitung.....	743
Revue (German).....	728
Tribune.....	688
Times.....	347
Morgen-Journal.....	323
News.....	301
Brooklyn Standard Union.....	301
Press.....	225
Telegraph.....	26

A tabulation of the advertising of the above 23 stores carried in all the week-day issues of the New York dailies, English and German, shows that there is only one day in the week when the morning papers carry more department store advertising than the evening papers. That is Saturday. As the three evening papers of Brooklyn were eliminated from this table, a good basis for comparison is reached, because it deals with 10 morning and 10 evening papers. The heaviest advertising on a week day is carried Thursday night; Friday is a close second; Tuesday is third, Wednesday fourth, Monday fifth and Saturday last. Among the morning papers the most advertising for department stores was carried Wednesday morning, with Tuesday second, Thursday third, Monday fourth, Friday fifth and Saturday last:

DEPARTMENT STORE ADVERTISING, WEEK Dec. 18-23:		
	Ten Morning Papers, Inches.	Ten Evening Papers, Inches.
Monday.....	1,318	3,066
Tuesday.....	1,399	3,729
Wednesday.....	1,520	3,457
Thursday.....	1,387	3,842
Friday.....	1,125	3,787
Saturday.....	1,110	215
	7,859	18,006

Brooklyn's separate little advertising situation is interesting in itself. Tuesday was the heav-

iest advertising day over there, with Wednesday second, Monday third, Thursday fourth, Friday fifth, Saturday nowhere at all. The week-day advertising of the big stores in the three Brooklyn evening papers stood thus:

	Inches.
Monday.....	699
Tuesday.....	745
Wednesday.....	708
Thursday.....	544
Friday.....	477
Saturday.....	6

3,179

And the showing made by the German papers of New York may be enlightening to those who mistakenly believe that the day of the foreign-language publication is past. The five German dailies carried, on six week-days alone, just as much department store publicity as the Brooklyn papers during the same period:

	Inches.
Staats-Zeitung (p. m.).....	932
Staats-Zeitung (a. m.).....	810
Herold (p. m.).....	756
Zeitung (a. m.).....	501
Morgen-Journal (a. m.).....	138

3,117

Another interesting ramification of New York's department store advertising is found in the use of suburban dailies—newspapers in cities that lie within shopping distance of New York. About two years ago James O'Flaherty, 22 North William street, department store advertising man of long experience, conceived the idea of supplying to such outlying newspapers stereotype matrixes of department store announcements, thus enabling the suburban papers to publish store news on the same day as the city papers and, what was most important, in the same typographical dress as the city ads. This "city print" advertising has been taken up by a number of New York stores. According to a statement furnished by Mr. O'Flaherty the suburban advertising of the above stores the week before Christmas was as follows:

HEARN'S. Tuesday and Thursday, 40 inches each day in each of the following papers: Mt. Vernon Argus, White Plains Record, Yonkers Herald, Elizabeth Journal, Elizabeth Times, Paterson

Guardian, Paterson Call, Morristown Record, Plainfield Courier-News, Flushing Journal, Asbury Park Press, Long Branch Record, Perth Amboy News, Port Chester Item, Bayonne Times, Jersey City Journal, Passaic News, Hackensack Record, Union Hill Dispatch, Hoboken Observer. On Monday, 40 inches each in the Passaic News, Hackensack Record, Union Hill Dispatch, Hoboken Observer. Total, 88 columns.

THE 14TH STREET STORE. On Monday, 27 inches each in the Elizabeth Journal, Elizabeth Times. On Tuesday, 100 inches each in the Mt. Vernon Argus, White Plains Record, Perth Amboy News, Flushing Journal, Paterson Call, Passaic News, Bayonne Times. On Wednesday, 100 inches each in the Union Hill Dispatch, Asbury Park Press, Long Branch Record, and 78 inches in the Plainfield Courier-News. Total, 56 columns.

SIMPSON-CRAWFORD CO. On Monday, 80 inches each in the Mt. Vernon Argus, White Plains Record, Yonkers Herald, Elizabeth Journal, Elizabeth Times, Passaic News, Plainfield Courier-News, Flushing Journal, Perth Amboy News, Port Chester Item, Bayonne Times, Union Hill Dispatch. Total, 48 columns.

H. O'NEILL & CO. On Tuesday 39 inches, and on Friday 56 inches each in the Mt. Vernon Argus, White Plains Record, Yonkers Herald, Paterson Call, Passaic News, Hackensack Record, Bayonne Times, Union Hill Dispatch, Hoboken Observer, Jersey City Journal. Total, 40 columns.

SIEGEL-COOPER CO. On Monday, 100 inches in the White Plains Record, Mt. Vernon Argus, Perth Amboy News, Flushing Journal. On Tuesday, 100 inches in the Yonkers Herald, Elizabeth Journal, Elizabeth Times. On Wednesday, 100 inches in the Bayonne Times, 37 inches in the Hackensack Record. Total, 42 columns.

ADAMS DRY GOODS CO. On Wednesday, 48 inches each in the Mt. Vernon Argus, White Plains Record, Yonkers Herald, Elizabeth Journal, Elizabeth Times, Paterson Call, Passaic News, Hackensack Record, Union Hill Dispatch, Bayonne Times, Perth Amboy News, Plainfield Courier-News, Flushing Journal. Total, 31 columns.

SAKS & COMPANY. On Wednesday, 14 inches each in the Mt. Vernon Argus, White Plains Record, Yonkers Herald, Elizabeth Journal, Elizabeth Times, Paterson Call, Passaic News, Hackensack Record, Union Hill Dispatch, Bayonne Times, Perth Amboy News, Plainfield Courier-News, Flushing Journal. Total, 9 columns.

This aggregate of department store advertising for a week in the New York morning and evening papers alone would, if combined, make a Sunday newspaper of 185 pages. Yet, large as it is,

the aggregate of advertising published by the above stores in the fourteen Sunday newspapers of New York and Brooklyn was 11,270 inches, or 563 columns, or a Sunday newspaper of eighty pages just by itself. The advertising of these stores on Sunday alone exceeded by 170 columns, or twenty-four pages, all the advertising they printed in all the morning newspapers in New York during the whole week. So great was the amount of Sunday advertising that only one-half as much again as appeared on that day was inserted by these stores in all the evening newspapers of New York during the entire week. Therefore, it appears that while the evening newspaper has become a power in the land, it isn't likely to outstrip the Sunday paper.

From Sunday morning to Saturday night the week before Christmas there were printed by all these papers 37,225 inches of advertising for the twenty-three stores. This is 520,000 agate lines, or 100,000 lines more than *McClure's Magazine* carried during the entire year 1905. *McClure's* carried more than any other American magazine. When it is realized that, in a single busy week, the daily and Sunday papers of Greater New York received 1,800 columns of advertising from twenty-three department stores, or 265 newspaper pages, it is easy to see how great is the temptation to appoint queer agents, and grant underground commissions, and move heaven and earth to get some of the enormous business that this means in a year.

JAS. H. COLLINS.

As a means of influencing trade the traveling Commercial Club seems to be an improvement on the drummer. The Commercial Club usually consists of a dozen or more representative wholesale merchants or manufacturers of the same city who travel in a body, visiting the merchants whose trade is desired and setting before them the advantages of doing business with the city in question instead of with some other trade center. Samples are carried but no orders are solicited. The idea is said to have originated in Cleveland and to have been copied by Chicago and other cities.

A WEEKLY MAGAZINE-NEWS-PAPER.

An objection might be that the magazine seems less timely than the newspaper. But that is not a matter of shape, but of the timeliness of publication. A daily is more timely than a weekly, and a monthly is less so. The monthlies have been magazines, and necessarily late in their comments of current events. But a weekly is a weekly in whichever shape it appears. A weekly magazine can equally cover the week's news, and its comments can be just as fresh, just as full, just as trenchant as those of a weekly newspaper. The main difficulty with the magazine is not to make it fresh and full, but to keep the price in the more expensive form down to that of the newspaper.—*The Independent*.

SINCERITY isn't necessarily solemnity. You can be honest, interesting and cheerful, all in one advertisement.—*Profitable Advertising*.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, **THE CHICAGO RECORD - HERALD** is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 149,281

RATE 35 CENTS.

THE SYMBOL OF QUALITY.

Every year several publishers ask for Gold Marks of the Directory editor, and each one making the request is invited to specify his reasons for believing his paper worthy of the coveted honor. Every claim submitted is given careful attention, and the marks are awarded to the paper which makes out a case. But if there is any doubt at all regarding the validity of the claim, the marks are withheld. In either event, the Directory publishers do not think it wise to enter into correspondence with a paper on the subject.

The so-called Gold Marks are defined in Rowell's American Newspaper Directory as follows:

(©©) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ©.—*Webster's Dictionary.*

THE "FARM JOURNAL."

1024 Race Street,

PHILADELPHIA, Dec. 30, 1905.

Publishers of Rowell's American Newspaper Directory:

We believe *Farm Journal* is entitled to the Gold Marks for the following reason:

Advertisers value *Farm Journal* more for the class and quality of its circulation than for the mere number of copies printed.

Prove it?

Well, here it is:

Farm Journal never in its history had an advertising solicitor or representative who traveled and visited advertisers. All the great business which the paper has carried for many years has come to it unsolicited, proving that *Farm Journal* was a profitable medium, and it was and is profitable, because its readers have been educated to have confidence in its advertisers and answered freely the announcements they found in the paper. The reason for this confidence is:

That *Farm Journal*, almost as soon as it was started in 1877, adopted the policy of guaranteeing its advertisers, agreeing unequivocally to refund any and all money lost by trusting its advertisers who proved to be deliberate swindlers. *Farm Journal* was the first paper in the country to formally make this broad guarantee, and is the only paper which has continuously followed this policy for twenty-five years. For this length of time the "Fair-Play Banner," as we call it, has stood on the first page of the paper. Since then nearly all the

leading farm papers of the country, and some of the magazines, have followed in our footsteps and adopted a similar plan. (See "Fair-Play" notice attached, which first appeared in *Farm Journal* in the October issue of 1880, and has appeared in every issue since that time, substantially in its present form.)

FAIR PLAY.

We believe, through careful inquiry, that all the advertisements in this paper are signed by trustworthy persons, and to prove our faith by works, we will make good to actual subscribers any loss sustained by trusting advertisers who prove to be deliberate swindlers. Rogues shall not ply their trade at the expense of our subscribers who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts. This offer holds good one month after the transaction causing the complaint; that is, we must have notice within that time. Medical advertisements positively refused. In all cases in writing to advertisers say, "I saw your advertisement in the *Farm Journal*."

To guarantee our advertisers, we are careful to take only those advertisements which are trustworthy. There is not much risk in thus insuring honest men, but our readers have learned in all these years that *Farm Journal's* advertisers could be absolutely depended on. Here are samples of this feeling, as disclosed in a few of their letters:

John Eitemiller, Herman, Pa., says: "We always trust things we see in *Farm Journal*."

E. Callahan, Tioga, Pa., "If I want to send to any firm we always look to see if we can find their advertisements in your paper; if not, we leave it alone."

Walter Eggleston, Millerton, N. Y., "Have just written five of the advertisers, mentioning *Farm Journal*, and know I can get a fair deal from them all."

H. F. Oliver, Salem, Mass., "We never hesitate to order anything and send the money if we see the advertisement in *Farm Journal*."

V. D. D. Kuhns, Allentown, Pa., "I would not buy from any paper's advertisements unless I know the firm is all right, with the exception of the *Farm Journal*. I take much interest in this paper's advertisements on account of their Fair-play business methods."

The necessary elimination of quacks, frauds, catch-pennys and trifling advertisers, and the early adoption of the "Editorial Plan," which has headed the editorial page for many years, has developed a class of serious, well-to-do, intelligent rural readers, people who value the paper for its sound common sense and the timeliness and snap and ginger of its reading matter, as well as for the clean advertising columns. Catch-penny papers develop a class of catch-penny readers, and *vice versa*.

In this connection we submit a little booklet, containing the expressions of appreciation from our subscribers, se-

lected from the many thousands received.

OUR EDITORIAL PLAN.

We publish the *Farm Journal* for Our Folks. Our Folks, numbering now over two million, are all those into whose homes the paper goes—father, mother, son, daughter—all the members of the household, dwellers on farms and in villages throughout the land. Our first care is that its pages be honest and pure, and full of sunshine and hope, that it may ever help and never harm those who read it; and be a source of information, profit, comfort and encouragement to all. The good that we can do is the most potent stimulant to our endeavor, and we trust it will always remain so.

Secondly, we treat subjects in season only; we try to hit the nail on the head and not the thumb; we strive to know what to leave out as well as what to put in; that is, to boil things down; and we like a little fun as we go along, and to keep the paper young in spirit if not in years.

The editor was born on a farm and reared at the plow handles, and our contributors are practical men and women who write with their sleeves rolled up, and who briefly and plainly tell the best and most profitable way of doing things on the farm and in the house, as learned from actual experience.

It is through strict adherence to this plan, in every department, that we are enabled to present much useful and acceptable information to our readers, and to retain the confidence of our many friends, in every state of the Union, from year to year, and steadily to increase the number thereof.

We realize we are handicapped a little in trying for the Gold Marks by having the largest circulation of any agricultural paper in the world, and that, consequently, advertisers are getting circulation as well as quality when placing advertising in *Farm Journal*. But *Farm Journal* stands alone in the demand which advertisers make for its space. To-day every line of available space has been sold in our February, March and April issues, and we have a "waiting list" for each month of advertisers anxious to get in. If any advertiser already booked reduces his space or discontinues his order, No. 1 on the "waiting list" steps in his place. Not a single one of these orders is conditioned upon our having a certain circulation; not a single order is figured on so much per line per thousand of circulation. Mere circulation would not create this demand for space. It is a realization by advertisers of the class and quality of our readers, of their prosperity, their intelligence, and of the faith of our readers in us and in our advertisers.

To prove that *Farm Journal* reaches the most intelligent and progressive of the rural population, let us cite an incident which occurred yesterday morning. Mr. Wallis Armstrong, of the Powers & Armstrong Agency, called the writer on the 'phone and wanted to know what class of people *Farm Journal* reached. We asked him if he knew any rural postoffice well, and he mentioned Moorestown and Swedesboro, N. J. We found, on examination, we had 183 subscribers at the former office and 128 at the latter, a total of 311, and that they comprised the leading people of these towns—the bankers,

doctors, business men of all kinds, and a number of families, the head of which had retired from active business, and then nearly all of the leading farmers of the respective neighborhoods. The showing was very impressive and convincing as to the high character of *Farm Journal* subscription list.

Very truly,

WILMER ATKINSON Co.
Chas. F. Jenkins, Sec.

KICKING THE STENOGRAPHER.

500 Fifth Avenue,
New York, Dec. 28, 1905.

Editor of PRINTERS' INK:

I am just in receipt of a copy of PRINTERS' INK, supposedly giving verbatim my address before the Sphinx Club on "Parcels Post." Will you kindly permit me to say that it is greatly to be regretted that such publication should have been made without having the notes of the stenographer submitted to me. As I spoke very rapidly and the subject is a technical one, with many complicated figures, it is not to be wondered at that the report is full of inaccuracies, in several cases turning the meaning upside down.

For instance, I am made to say that the sending of packages from New York to Newark costs six thousand per cent more than the sending of packages from here to Germany. What I did say was that it costs six thousand per cent more, namely, sixteen cents a pound, to send from New York to Newark than to send a package for the same distance in Germany, where the rate is one-quarter of a cent a pound for ten miles; and three thousand per cent more than to send a package from one end of Germany to the extreme end of Austro-Hungary; namely, one-half cent per pound, as compared with our sixteen cents a pound.

Even more unfortunate is my being made to quote Mr. James J. Hill as saying that his road was disorganized. After giving Mr. Hill's figures in regard to the number of days the average car stands idle on the tracks, I then went on to speak of the disorganization of the methods of transporting merchandise in carload lots instead of by parcels, under this latter system the goods being shipped daily, as express now goes forward; and the cars having constant occupation, instead of the goods being bulked in boxes and the cars held until carload lots can be secured. Of course, Mr. Hill's road has one of the very best organizations on the continent, and nothing could be more absurd than to put such a statement regarding disorganization into his mouth.

If you will kindly publish this, I will feel indebted to you for your courtesy.

Yours very truly,
JOHN BRISSEN WALKER.

PEOPLE get rich knowing to-day what somebody else will want to-morrow.—
Exchange.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.50 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎) Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aug. 1765. Daily 40,725 (◎◎). Sunday 50,102. Weekly 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago. Only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎), greatest trade paper; circulation universal.

BOSTON PILT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANS-SCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet. "The Textile Mill Trade."

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE NEW YORK TIMES (◎◎). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—A periodical of the highest character.—Times, Troy, E. News prints more transient ads than all other technical papers: 15 & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE. In 1905 average issue, 12,000 (◎◎).

D. T. MALLETT, Pub., 233 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great-influential—of world wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guarantee Star Newspaper, the three most desirable characteristics for any Newspaper. Average circulation Daily Press, December, 1905, 106,531; average circulation Sunday Press, December, 1905, 116,295.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. Public Ledger gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG

(◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,568, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE Denver POST, Sunday edition, Jan. 7, 1906, contained 4,811 different classified ads a total of 103 2-10 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn.. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (C. C.), carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis NEWS during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

DURING the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 88,314 lines, a gain of 32,444 lines. If STAR want ads did not pay, the report would have been different.

IOWA.

THE Des Moines REGISTER AND LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass. carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,299 over 1904, and was 15,847 more than any other Boston paper carried in 1905.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 15,500; 1c. word; 1/2c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 13 per cent more Want ads during November, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,039; 1904, 64,384; 1905, 67,588; December, 1905, 67,927.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 39,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads, price covers not morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily circulation of the St. Paul DISPATCH for August, 1905, was 61,932. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The August want advertising shows an average daily increase of 798 lines over same month in 1904. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE ANACONDA STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1911), 11,339; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A., June '05. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,980. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE CHESTER, Pa. TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE LEADER, best want ad. medium in the booming anthracite field. Largest and best afternoon circulation.

WHY DON'T YOU PUT IT IN
THE PHILADELPHIA BULLETIN?
Want Ads. IN THE BULLETIN bring
prompt returns, because "In Phila-
delphia nearly everybody reads
THE BULLETIN."
Net paid daily average circulation for
December:
303,843 copies per day.
(See Roll of Honor column.)

SOUTH CAROLINA.

THE COLUMBIA STATE (☉☉) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,515 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

CANADA.

THE HALIFAX HERALD (☉☉) and the MAIL—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 115,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE WINNIPEG FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

COSTS MORE TO MAKE A MAGAZINE.

A weekly newspaper is one thing, and a weekly magazine is another. But the difference is chiefly in the shape and outward appearance. The size and shape of the magazine are smaller, and it requires a colored cover. The magazine is more expensive, for it requires more folding, and it must be stitched and the cover put on; and it must be pressed and have the edges cut. Some monthly magazines and some books do not have the edges cut; but that puts labor on the buyer; and a weekly magazine should be provided as convenient as possible for the reader.

The magazine form requires more paper for the same amount of reading than the newspaper form because of the blank space left in folding, not to speak of the extra paper and more expensive paper of the cover. To print *The Independent* requires from three to seven sheets of white paper for a single copy, and then the cover must be added. The magazine form is thus considerably more expensive than that of the newspaper.—*The Independent*.

PUBLIC taste is modeled largely by advertising and wants are created which never would be felt otherwise. The advertising in the daily papers does more to influence the wants and tastes of the readers than the editorials, owing to the reason that they are more carefully read.—*Shailer Mathews, Editor World To-Day*.

ROWELL'S AMERICAN NEWSPAPER DIREC- TORY

is a book published annually, which gives complete information about the greatest industry in the whole world.

It is complete, succinct and practical.

Collectively the newspapers and magazines of America own more power than all the governments on earth. In dollars and cents of capital and earnings, the business ranks with the greatest; and in importance, influence and real value, no other compares with it.

Conceive for an instant the obliteration of all the newspapers!

Imagine the discontinuance of all the magazines, and of those journals pertaining to the various trades and professions.

There are more than 23,000 different periodical publications issued in the United States.

Every county has its local weekly. Every city has its dailies. Every trade has one or more journals or magazines. Art and literature in their highest types are disseminated in the great monthly magazines and in the national weeklies.

The growth of these publications in strength and numbers has been coincident with the growth of business in America.

Newspapers and business are interdependent.

Without a dependable statistical record of publications, their growth could never have reached its present proportions, and the difficulties of the transaction of general business would be multiplied.

Not only the advertiser is interested in Rowell's American Newspaper Directory, but every considerable business house has use for it. It is supplemental to the commercial agency book and the atlas.

It is a positive necessity to the man who expends even a few thousands per year in advertising.

It is a profitable investment for

the man who expends as little as five hundred dollars per year.

It is valuably suggestive to the man who spends nothing for general advertising but who believes that "sometime" he may like to consider such a possibility.

Even to those who do not now, and never will advertise, Rowell's American Newspaper Directory is valuable for the information it contains.

The general prosperity and intelligence of any county, or any State, can be judged more quickly and accurately from a knowledge of its newspapers than from commercial reports.

A county with live newspapers is a live county and a good place to get business from.

Trade and credit are best where newspapers are best.

Rowell's American Newspaper Directory gives the name, location, date of establishment, publisher's name, size, date and frequency of issue, politics and circulation of every publication in the United States and Canada.

These are classified alphabetically by towns and States, again by character, or class, or trade.

You wish to know the leading Republican newspaper in Des Moines—turn to Iowa and to Des Moines.

You wish to know if a paper is published in a new Oklahoma town—turn to Oklahoma and the town.

You wish to see graphically how many towns in Indiana are enterprising enough to support papers of over 1,000 circulation—turn to the map of Indiana, which shows such towns and no others.

You wish information of any given line of trade, but you do not know if, or where, or by whom, there is published any journal devoted to that trade—turn to the classification by trades and get the name, place, circulation and frequency of issue.

Is there a journal of taxidermy, of photography, of iron, of mining, of stoves, coal, or hay?

The Directory will tell.

Who better than the editor of a

trade paper knows the new and old things of his trade?

The Directory will let you reach him with your query.

Do you wish to judge the conditions in any given town or city? Do you wish to know what your customer is pushing and what is his competition? Do you wish to write him an intelligent letter about his local conditions?

What better than an examination of his local newspapers containing his own and his competitor's advertising? Where will you find the names and addresses of the papers so you may secure copies?

These are a few of the uses of Rowell's American Newspaper Directory.

It should have a place in every business office where a knowledge of the general conditions of the next county, or the furthest State is desirable.

No man can spend an hour perusing its pages without acquiring a broadened vision of the country, its possibilities, and the facts and potentialities of his own business.

Rowell's American Newspaper Directory differs from other newspaper directories primarily in point of accuracy.

It was established thirty-eight years ago by Mr. Geo. P. Rowell.

Prior to its first issue, there did not exist any published list of American periodicals.

Through all of its years, the Rowell Directory has been the only one which made any serious effort to secure accurate circulation statements from publishers. Its strenuous pursuit of the facts about the number of copies actually printed has made for it many cherished enemies among those who did not wish the truth to be known.

Rowell's American Newspaper Directory is published by the Printers' Ink Publishing Company. It is an absolutely independent publishing enterprise.

Copies of the Directory are sold only for cash. Advertising space can be secured for cash only.

This is the only Directory of which these things are true.

It is the only Directory seriously regarded by large advertisers, and even advertising agents who publish directories of their own, generally find that they must depend upon Rowell's American Newspaper Directory for real information.

THE DATE

Circulation statements covering the year 1905, will be in time to have attention in Rowell's American Newspaper Directory for 1906—thirty-eighth year of publication—if they are received on, or before,

FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections. Address

CHARLES J. ZINGG, MANAGER,

PRINTERS' INK PUBLISHING CO.,

Publishers and Proprietors Rowell's American Newspaper Directory,
10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3): 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 33-32 Ludgate Hill, E.C.

NEW YORK, JAN. 17, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

RALPH D. WHITING, Temple Court, New York City, has been appointed Eastern Advertising Representative of the Milwaukee, Wis., *Northwestern Sportsman*.

THE SIX-CENT SUNDAY PAPER?

It is announced that the *Chicago Tribune* and *American* have increased the price of their Sunday editions to newsdealers from three and a half to four cents. The newsdealers have, in turn, raised the price to subscribers to twenty-five cents a month.

FRANK GRISWOLD BARRY, manager of the resort advertising of the *Review of Reviews*, died January 4 at his home, Herkimer, N. Y., of nervous prostration. Mr. Barry was publisher of several small magazines devoted to outdoor life and the summer resorts of upper New York State.

END OF NOTORIOUS WEEKLY.

The *New Yorker*, a "society" weekly of unsavory name, published at 22 Thames street, New York, has been seized for debt, suspended, and its publisher and editor, Robert A. Irving, charged with extortion. The *New Yorker* was started in 1899. Some months ago its former publisher, Robert W. Criswell, committed suicide on the eve of a trial for criminal libel.

ANOTHER HOUSE-CLEANING.

For some months *Pearson's Magazine* has been engaged in cleaning objectionable advertising out of its back section, and now states that it carries no business that can be regarded as objectionable or other than high-class. Advertising to the value of more than \$16,000 carried during 1905 has been refused for the present year. *Pearson's* now claims a circulation of 250,000 per month. Its rate is \$202.50 per page.

It used to seem to us that a newspaper directory so shy of circulation "figures" as is Rowell's American Newspaper Directory, as compared with other similar publications, was not a very useful help in the placing of advertising. But as we go forward we gain in experience and our conclusion is that your publication is the most valuable after all. We have discarded all other sources of information as to "circulation."—Milo B. Stevens & Co., Patent Attorneys, Washington, D. C., December 18, 1905.

STREET CAR AGENCY INCORPORATES.

M. Wineburgh & Co., the New York concern controlling street-car advertising in New England, has been incorporated for \$10,000, the directors being M. Wineburgh, Bert M. Moses and H. Michaelis. The offices are at 452 Fifth avenue.

TO CUT POSTAL EXPENSES.

General Charles H. Grosvenor, of Ohio, who has been in Congress nearly twenty years, has announced that he will work for a twenty per cent reduction in the amounts paid railroads for hauling the United States mails. Such a cut would represent \$10,000,000 a year in saving. He believes—after twenty years—that the railroads are getting too much Postoffice money.

DEATH OF BOSTON AGENCY MAN.

John F. Spofford, connected with the Wood, Putnam & Wood agency, Boston, died at his home in Brookline, Mass., on January 2, aged forty-six. Mr. Spofford was a native of Wisconsin, but came East and took up newspaper work, being first associated with the Boston *Herald*, then with the *Journal*, later with the S. R. Niles agency, of Boston, and after that with the Pettingill agency when it absorbed the Niles business. When the latter concern failed in March, 1904, he was one of the organizers of the Wood, Putnam & Wood business. Mr. Spofford was probably as well-known as any man in advertising circles, says the Boston *Transcript*. He had presented many large concerns in the advertising field, and by his conscientious, straightforward, business principles had ever endeared himself to the companies whose accounts he handled so faithfully, as well as all publishers with whom he came in business contact. He leaves a widow.

TWO TONS.

Heinz, the Pittsburg pickle man, puts out four thousand pounds of mince meat every day, and that is only one of his fifty-seven varieties.

CANADA'S ADVERTISING IS PAYING.

The advertising of the Canadian Northwest by the railroads and Canadian government is one of the most gigantic pieces of realty publicity now afoot. And it is paying. During the month of December 52,218 acres of land were sold by the land department of the Canadian Pacific road. The amount received from the sale was \$282,095, an average of \$5.40 an acre. During the year the sales of land aggregated 732,332 acres, the amount realized being \$4,041,244. During the previous year 520,665 acres were sold for \$2,240,529. During the month the Canada and Northwest Land Company sold 11,190 acres for a total of \$77,870. The sales of the company for the entire year totaled 144,860 acres, the amount received being \$666,340. Close to 10 per cent of the land sales were to American settlers.



FEBRUARY COVER.

CHANGES IN CHICAGO AGENCY.

The stock of the Painter-Tobey-Jones Co., Chicago, has all been acquired by C. H. M. Tobey and his sons, C. H. and F. H. Tobey. C. S. Painter and W. M. Jones have retired from the corporation, but the old name is to be retained, and the personnel of employees, solicitors and general policy will also remain unchanged. Mr. Painter goes South for the winter to regain health. F. H. Tobey will act as treasurer. C. H. M. Tobey will not be active in the business.

THE MINNEAPOLIS "JOURNAL'S" NEW REPRESENTATIVES.

Mr. Lucian Swift, general manager of the *Minneapolis Journal* advises the Little Schoolmaster that Messrs. O'Mara & Ormsbee, with offices in the World Building, New York City and the Tribune Building, Chicago, have been appointed the *Journal's* representatives in the general field. O'Mara & Ormsbee also represent the *Newark Evening News*, and these gentlemen assert in a recent statement:

The guaranteed net average daily circulation of the *Newark Evening News* exceeds 60,000 copies and of this, 37,719 are sold in Newark, a city of but 37,263 dwelling houses.

The number of families in Newark is 65,341 and its population is 283,289. Deducting the foreign element of 84,540, 198,749 American citizens are left; and dividing this number by five, the conventional census estimate of the family, the result is 39,750 or just 1,931 more American families than the *News* sells papers in Newark.

Within a radius of six miles of Newark (including its own population) live more than 400,000 people, and the remainder of the *News* circulation (over 24,000) goes to the class of men and women whom you desire to reach in the suburban towns and villages within this circle.

The *Newark Evening News* is the one great paper of New Jersey where it actually sells more copies every day than the combined circulations of any other three dailies (either morning or evening) therein; and exceeds its nearest Newark competitor by more than 600 per cent.

"INQUIRER" INCREASES COMMISSION.

The Philadelphia *Inquirer* increases its rate to twenty-five cents a line flat February 1, subject to no discounts. At the same time the commission allowed agents will be increased from ten to fifteen per cent.

NEW AGENCIES.

A new general agency known as the Pearson Advertising Co. has been incorporated to do business in New York City. Its capital is \$10,000, and its officers are Frederick L. Marshall, Charles Pearson, George Brickelman, Marcus Braun and Samuel Hoffman.

The William C. Liller Co., incorporated for \$150,000 in Pennsylvania, proposes to conduct a general advertising business at Lancaster, that State, handling outdoor mediums and novelties as well, and to publish a monthly magazine. This concern succeeds to the accounts of William C. Liller.

A NEW USE FOR PAINT.

Positions for painted bulletins in the places where they will do the most good are often difficult to obtain at any price. For the best place for a bulletin is on the main street of a city—the bigger the city the better. A new location for such advertising has been found by the Omega Oil people. At 243 Greenwich street, New York, is an empty store with large windows. Upon these windows have been painted advertisements for Omega Oil in brilliant colors. The paint is applied to the inner side of the glass, so as to be safe from weather, and is also, on that account, remarkably bright and distinct—much more so than would be the case on a wood or metal surface. Such use of an empty store suggests ways of displaying painted advertising on streets where conventional locations could not be obtained in any way.

GROWTH OF THE BOSTON
"POST."

The Boston *Post* was out early with a detailed statement of its daily and Sunday circulation for the past year. During 1905 the daily average, according to this printed statement, was 230,427, and that of the Sunday edition 191,914. Averages for the past six years are also given. Since 1900 the daily issue has grown from 148,461, and the Sunday from 118,663.

TO MEET THE CHRISTMAS
DELIVERY SITUATION.

The work put upon the delivery service of a department store during two weeks before Christmas is something terrific. To diminish pressure as much as possible before the holidays, Abraham & Straus, the Brooklyn departmental merchants, gave each customer taking home a purchase in person a puzzle invented for the store by Sam Loyd, the puzzle expert. This puzzle, on an illuminated card 15x20 inches, illustrated the difficulties of delivering goods in Brooklyn during the holiday rush. Any number of persons from two to eight could operate it, cardboard wagons being propelled along devious routes and getting into funny complications. The plan accomplished its purpose, for thousands of the puzzles were given out. They were, of course, made a feature of special newspaper advertising.

NEW MARSHALL FIELD
STORE.

Marshall Field & Co., Chicago, are to rebuild another section of the great structure used by their retail store. Before the completion of the Wabash avenue addition to the store now under construction, work will be begun upon a new building to replace the present original structure at State and Washington streets. The added space will, it is claimed, give to the store the distinction of being the largest retail mercantile establishment in the world.

IN MILWAUKEE.

The Milwaukee, Wis., *Journal* has a newsboys' association with an enrolled membership of nearly 2,000 boys. This association was worked up by the *Journal* business manager from the small beginning of less than 200 members. The boys meet regularly every Sunday afternoon in winter, and through carefully thought-out features an interest in the boys and their work throughout the entire year is maintained. The association has two large bands fully equipped and uniformed. Many deserving young men of the association have found splendid positions with business houses in Milwaukee. Manager L. T. Boyd recently sent out a large framed picture of the *Journal's* Newsboys' Association and the Little Schoolmaster considered it one of the best advertisements gotten up by any newspaper.

STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY

January 9, 1906.

Please send to the Executive Chamber the latest edition of Rowell's American Newspaper Directory, with bill.

Very truly yours,

FRANK E. PERLEY,
Secretary to the Governor.

LEAVES MAHIN.

W. T. Jefferson, long with the Mahin Advertising Agency, Chicago, and one of its most active men, has resigned and joined the staff of Lord & Thomas, that city.

As an advertisers' guide we do not see how Rowell's American Newspaper Directory could be bettered.—*Arthur Williams, Chief Inspector, The New York Edison Company, 55 Duane Street, New York, Dec. 18, 1905.*

THE ORIGINAL "OLD SUBSCRIBER."

A gentleman of eighty-one years, Dr. Nicholas Quackenbos, formerly a New Yorker but now living in Chicago, has just sent in his sixty-first annual subscription to the *New York Herald*, having been a subscriber since 1844 and a constant reader of that paper since 1840. He says that, to him, the *Herald* was just as great a paper in its way when it came from an Ann street cellar as it is to-day, when a single issue is as large as the combined issues of a week were sixty years ago.

FOR THE FURNITURE ADVERTISER.

"Historic Styles in Furniture" is a handy work on this subject by Virginia Robie, just published by Herbert S. Stone, Chicago, also publisher of *The House Beautiful*. The book has its uses for anyone writing publicity for high-class furniture. It not only deals with all the "periods" and Louis's, from the Middle Ages to Colonial and French Empire, but also tells many things about design, woods, the famous makers, etc. The text is clear, there are many humanly interesting points that might be used in advertising, and the illustrations for each period are especially beautiful, many being taken from priceless pieces in palaces.

MR. G. FRANKLIN BAILEY, who for the past year has been associated with the *New York Globe* in charge of the financial advertising department, has accepted a position as solicitor in the office of Dan A. Carroll, special representative, Tribune Building, N. Y. Mr. Bailey succeeds D. W. Shives.

THE NEW YORK "WORLD."

The *New York World* has submitted four satisfactory circulation statements to Rowell's American Newspaper Directory for the year 1906, covering all editions. The actual average number of complete and perfect copies printed per issue for 1905 is shown as follows: Morning edition, 305,490; evening edition, 371,706; Sunday edition, 411,074; tri-weekly edition, 110,184. The *World* has the largest known circulation of any daily newspaper printed in New York City. The Hearst publications make claims for large editions but the editor of PRINTERS' INK and the Directory has never been able to obtain a circulation statement from the *American* or the *Evening Journal*. Without doubt they print an everlasting lot of them, but no one outside the office knows how many, and it may be a question whether anybody in the office knows much better. In a recent editorial Mr. Brisbane, the \$1,000 a week editor of the *Journal* has stated that if its circulation could be increased 200,000 copies above its present issue there would be no profit resulting from either sales of papers or of advertising space, or of both combined.

THE *American Advertiser*, according to Mr. M. Lee Starke, is the oldest of the advertising journals. It purports to be issued monthly. Its November issue was just as good as any other: its December and January issues are not yet in evidence. It would not be strange if a periodical that began to live so long before anybody knew it was alive should, in the end, be actually dead a good while before its publisher and owner became aware that it was even sickly.

NEW RATES FOR THE "BULLETIN." OF SOLID GOLD.

A new rate card for the Philadelphia *Bulletin*, in effect January 1, gives the display charge of that paper as twenty-five cents a line, no discount for time or space. Agents' commissions remain at fifteen per cent. The *Bulletin* will rigidly adhere to its practice of refusing the commission to advertisers direct, and to unrecognized agents. In eleven months from January to November, 1905, the *Bulletin's* monthly average net circulation increased from 196,766 copies daily to 206,949.

At the meeting of the Sphinx Club, at the Waldorf-Astoria, on the evening of Tuesday, January 9th, Mr. H. B. Harding, representing the committee having charge of the Rowell banquet of some weeks ago, presented to Mr. Rowell a solid gold drinking cup, paid for with the surplus in hand after all expenses had been provided for. It was inscribed:

WROUGHT TO EXPRESS TO
GEORGE PRESBURY ROWELL,
THE GOOD FELLOWSHIP OF HIS
FRIENDS,
OCTOBER 31ST, 1905.



THE EXECUTIVE STAFF OF THE FRANK PRESBURY ADVERTISING COMPANY, NEW YORK.

ALTHOUGH we have only used Rowell's American Newspaper Directory during current year, we have learned to rely upon it for authentic information.—*W. C. Allen, The Tarrant Co., Manufacturing Chemists and Importers, 44 Hudson St., New York, Dec. 16, 1905.*

WE have used Rowell's American Newspaper Directory exclusively for quite a number of years. We consider it the most convenient, reliable and satisfactory publication of this kind that there is in the market.—*C. B. Cottrell & Sons Co., Printing Presses, 41 Park Row, New York, Dec. 18, 1905.*

THE CLASSIFIED ADS.

The New York *Herald*, notwithstanding that it charges three cents for the daily, the highest price asked for any New York daily, and has far smaller circulation than the *Journal* or the *World*, carries the bulk of the classified advertising that appears in the New York dailies, on week days as well as on Sundays.

It has been able to do this all these years because the small advertisers secure results from the *Herald*, if results are obtainable. Moreover, the *Herald* has held to its rate for these liner ads, whereas the other dailies, particularly the *World* and *Journal* have in vain at different times made concessions and spent small fortunes to displace the *Herald* as the classified medium of New York.

In Chicago the *Tribune* occupies in the morning field the position the *Herald* holds in New York, and the *Daily News* has the monopoly on these ads in the evening.

An advertiser who wishes to reach the masses will never make a mistake in placing his business in the paper which is carrying the most classified advertising, for these pennies and dimes are the expression of favoritism by the masses.—*The Mail Order Journal.*

WHAT makes space valuable is the amount of real circulation a paper has, but if an advertiser pays for space, for instance, upon the supposition that a paper has a circulation of 20,000, while he gets a circulation of only 10,000, he actually pays twice as much for what he gets. An intelligent and experienced advertiser will figure out that a certain article can stand a certain amount of advertising, provided his advertisement is read by as many people as he pays for. But when the paper reaches only one-half or one-third of that number, the advertiser is simply out of a proportionate amount of money. Examinations of circulation by professional investigators are doing a great deal of good, but, in view of the large number of papers, it may take a half century until professional examiners can ascertain the truth about all of them.—*The Mail Order Journal.*

TO PAY A WHISKEY TAX.

In accordance with an earlier decision that patent medicines containing alcohol to a degree materially changing the character of the drug must pay a special license as rectifiers and wholesale liquor dealers, the commissioner of internal revenue now names eleven such remedies, which will have to pay this tax, as a careful government analysis has shown they contain spirituous liquors to a high per cent.

These eleven remedies are made up of the following: Atwood's La Grippe Specific, Cuban Gingeric, De Witte's Stomach Bitters, Dr. Bouvier's Buchu Gin, Dr. Fowler's Meat and Malt, Duffy's Malt Whiskey, Glibert's Rejuvenating Iron & Herb Juice, Hostetter's Stomach Bitters, Kudros, Peruna, Rockandy Cough Cure.

All the above remedies, by the commission's ruling, must take out government licenses January 1st, and retail druggists handling these compounds on April 1st.—*The Mail Order Journal.*

DIAMOND FIRM BANKRUPT.

Herbert L. Joseph & Co., Chicago, known through their magazine advertising of diamonds, has been petitioned into bankruptcy; liabilities \$150,000, assets \$75,000. Its advertising was placed by the Kastor agency. A Mr. Goldsoll, also connected with the Barrios Diamond Co., was the promoter of the broker firm, it is said. He is, it is believed, now in Germany selling imitation diamonds.

BEST COPY, BEST POSITION, ONLY MEDIUM.

On page 7 of this issue of *PRINTERS' INK* will be found one of the best advertisements of its kind the Little Schoolmaster has ever printed. Advertising men often advertise for positions, but their copy, when not egotistic or painfully clever, seldom contains the information about themselves that they would put into mercantile advertising. Mr. Hunter's announcement is not precocious. It tells what there is to say about himself, reviews his advertising experience and indicates where proof of his statements may be had. In addition to preparing good copy, Mr. Hunter has put it in a prominent place in the one publication read by every business man in this country who can be interested in Mr. Hunter. It is a good advertisement of a good advertising man. It will bring results.

SELF-INVESTIGATION OF LEWIS PUBLICATIONS.

Certain assertions reflecting on the genuineness of the subscription lists of the *Woman's Magazine* and *Woman's Farm Journal*, St. Louis, have been a feature of the recent troubles of the Lewis Publishing Co., that city. The company, however, has taken prompt action to disprove them and show the character of the circulation of its periodicals. Ten prominent business men of St. Louis, at the request of the Lewis

Publishing Co., have agreed to conduct an investigation of its mailing lists, cash subscription accounts and records. This committee is composed of:

L. B. Tebbetts, vice-pres. Commonwealth Trust Co., and director National Bank of Commerce; Geo. H. Augustine, secretary Carleton Dry Goods Co.; L. D. Kingsland, pres. Kingsland Mfg. Co., and pres. St. Louis Manufacturers' Association; Ex-Lieut. Gov. John B. O'Meara, pres. Hill O'Meara Construction Co.; I. H. Sawyer, director Brown Shoe Co.; Wm. Bagnell, pres. Bagnell Timber Co.; Joseph W. Jamison, Jamison & Thomas, Counselors-at-Law; Geo. T. Coxhead, general sec. Y. M. C. A.; Ex-Congressman Hon. Nathan Frank, St. Louis *Star-Chronicle*; Jackson Johnson, vice-pres. Roberts, Johnson & Rand Shoe Co.

The actual investigation will be carried on by five members, and will be most thorough, the company having set aside \$1,000 for expenses and authorized the employment of outside clerks and accountants. Walter B. Stevens, formerly Washington correspondent of the *St. Louis Globe-Democrat*, and later connected with the St. Louis exposition, will act as head of the sub-committee and personally supervise the inquiry. A daily report is to be made, and when the whole matter has been canvassed a full report concerning the circulation of the *Woman's Magazine* and *Woman's Farm Journal* will be given to the advertising public, in the form of an affidavit. It is expected that this report will be ready by February 1 at the latest.

PROSPERITY OF BROOKLYN "EAGLE."

During the past year, says the Brooklyn *Eagle*, the growth of that paper was beyond all precedent. The lines of advertising carried by the *Eagle* in 1904 numbered 7,674,333, while last year the total showed a surprising increase to 8,281,050, a gain of 606,717 lines. In display advertising the gain was 336,362, showing the value that the department stores place on these columns; the real estate advertisements increased by 230,013; and in the mere matter of "Help Wanted" the increase was 36,950.


A Roll of Honor


(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

 Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

 Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,032.

Birmingham, Ledger, dy. Average for 1904, 19,551. Best advertising medium in Alabama.

ARIZONA.

Phoenix, Republican, Daily aver. 1904 \$4,539. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, daily. Actual average for 1904, 5,576. Actual average for October, November and December, 1904, 5,646.

CALIFORNIA.

Fresno, Evening Democrat. Average April, 1905, Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1905, 22,530.

Oakland, Herald, daily. Average for 1904, 7,535. Nov. 8,500. E. Katz, Spec. Agent, N. Y.

Oakland, Tribune, evening. Average for nine months ending Sept. 30, 1905, daily 13,447.

The Billboard, America's Leading Theatrical Weekly, San Francisco office, 37 Philan, 806 Market St. Ruben Cohen, Mgr.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.

San Francisco, Sunset Magazine, monthly, literary; two hundred and eight pages, 538. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.


San Jose, Morning Mercury and Evening Herald. Average 1904, 10,575.

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, June and July 1905, 20,000.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for Nov., 1905, dy. 46,244. Sp. 61,312.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia, Sentinel, dy. Aver. for 1904, 4,965. 1st 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post. Average daily av. 1905, 10,989. E. Katz, Spec. Agt., N. Y.

Bridgeport, Telegram-Union. Average daily av. 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden, Journal, evening. Actual average for 1904, 7,649.

Meriden, Morning Record and Republican. Actual average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 13,618; Sunday, 11,107.

New Haven, Palladium, dy. Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt., N. Y.

New Haven, Union. Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.

New London, Day ev'g. Aver. '04, 5,855. 1st 6 mos. '05, 6,090. E. Katz, Spec. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec. 1904, 5,217. April circ., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich, Bulletin, morning. Average for 1903, 4,985; for 1904, 5,250; Nov. 6,435.

Waterbury, Republican, dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington. Every Evening. Average guaranteed circulation for 1904, 11,160.

DISTRICT OF COLUMBIA.

Washington, D. C. Army and Navy Register. Average net paid circ. first 26 weeks 1905, 8,588.

Washington. Evening Star, daily and Sunday. Daily average for 1904, 55,502 (©).

FLORIDA.

Jacksonville. Metronolis, dy. Ar. 1904, 8,760. First six mos. '05, 9,025. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta. Constitution. Dy av. '04, 88,888; W'y 107,925. Aug. '05, d'y 40,725; S'y 50,102.

Atlanta. Journal, dy. Ar. 1905, 46,038. Sunday 47,998. Semi-weekly 56,751.

Atlanta. News. Actual daily average 1904, 24,250. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Atlanta. The Southern Ruralist. Sworn average first six months 1905, 52,855 copies monthly.

Augusta. Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,450.

ILLINOIS.

Calto. Citizen. Daily Average 1905, 1,052. weekly, 1904, 1,127.

Champaign. News, Oct. and Nov., 1905, no issue of daily less than 5,010; d'y and w'ly, 6,200.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Oct. 1st, 66,425.

Chicago. Farmers' Voice and National Rural. Actual over, 1904, 25,052. Sept., 1905, 40,000.


Chicago. Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 13,750.

Chicago. Inland Printer. Actual average circulation for 1904, 18,512 (©).

The Billboard. America's Leading Theatrical Weekly. Chicago office, 87 South Clark St., Suite 61. Phone Central 5934. W. A. Patrick, Mgr.

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 20, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 203,501.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.

Chicago. System, monthly. The System Co. pub. Eastern office 1 Madison Ave., N. Y. Ar. for year end., Feb. 1905, 53,750. Issue for Sept 1905, 60,200.

Kewanee. Star-Courier. Ar. for 1904, daily 3,290. wy. 1,275. Daily, 1st 4 mos. '05, 3,502.

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1904, 13,525.

Peoria. Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528. S'y 9,957.

INDIANA.

Evansville. Journal-News. Ar. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion. Leader, daily. W. B. Westlake, pub. Actual average for year 1905 5,622.

Muncie. Star. Average net sales 1904 (all returns and unsold copies deducted), 28,751.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1904, 23,815.

Richmond. Sun-Telegram. Sworn av. 1905, dy. 5,744.

South Bend. Tribune. Sworn daily average, 1905, 7,205. Sworn aver. for Dec., '05, 7,609.

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; wy., 3,291.

IOWA.

Davenport. Democrat and Leader. Largest guar. city circ'n. Sworn aver, Dec. 1905, 8,505.

Davenport. Times. Daily aver, Dec., 11,408. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 56,832. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk. Gate City, Daily av. 1904, 3,145; daily six months, 1905, 3,295.

Muscatine. Journal. Daily av. 1905, 5,882. Semi-weekly 3,092.

Sioux City. Journal, daily. Average for 1904, sworn, 21,784. Ar. for Nov., 1905, 20,455. Prints most news and most foreign and local advertising. Read in 50 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily average 1904, 20,678; Nov., 1905, 25,050. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1904, 2,964. First five mos. '06, 3,296. E. Katz, Sp. Agent, N. Y.

KENTUCKY.

Harrodsburg. Democrat. Put it on your 1906 list; 3c. per 1,000; Al. Proven av. cir., 3,582.

Lexington. Leader. Ar. '04, avg. 4,041. Sun. 5,597. Aug. '05, avg. 4,549. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 56,025 (3). Beckwith Agency, Rep.

Paducah. Journal of Labor, wkly.-Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans. Item, official journal of the city. Ar. cir. first eight months 1905, 25,095.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1904, 6,244. weekly, 2,486.

Bangor. Commercial. Average for 1904, daily 8,991. weekly 28,857.

Dover. Piscataquis Observer. Actual weekly average 1905, 3,019.

Leviston. Evening Journal, daily. Aver. for 1904, 7,524 (©). weekly 17,450 (©).

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland. Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

THE YEAR 1905 WAS THE
Des Moines Capital's
GREATEST YEAR.

During the entire year the **Capital** published more local display advertising—the most important branch of newspaper advertising—in six issues a week than any competitor in seven issues a week.

The figures for the year were:

LOCAL DISPLAY ADVERTISING.

Capital (312 issues), - - - 128,040 inches.

Nearest competitor (365 issues), - 126,485 inches.

Next nearest competitor (365 issues), 109,928 inches.

The **Capital's** own record for 1905 is a gain of 25% over the preceding year. During 1906 the **Capital's** leadership will be more pronounced because the circulation is now guaranteed to exceed 40,000, due to the recent Bargain Day. 75% of the mail circulation is paid for a year in advance. This big increase in circulation allows the **Capital** to guarantee the largest city circulation and the largest total circulation in the State of Iowa.

Any advertiser who wishes to achieve the greatest success in this State must use the **Capital**. It is by far the greatest newspaper and the greatest advertising medium that Iowa has ever had. It is a paper of influence and character and stands in Iowa as the Chicago *Tribune* stands in Illinois.

EASTERN OFFICES:

NEW YORK,
166 World Building.

CHICAGO,
87 Washington St.

LAFAYETTE YOUNG, Publisher.

MARYLAND.

Baltimore. American, dy. Aver. to June 30, '06, 64,068. Sun. 58,818. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1905, 60,678. For December, 1905, 58,918.

The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Russell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS.

Boston. Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston. Globe. Average 1905, daily, 192,584. Sunday, 299,643. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Fall River. News. Largest circ'n. Daily av. '04, 6,953.3. Robt. Times, Rep., 116 Nassau St., N. Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 572,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,088. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester. L'Opinion Publique, daily (©). Paid average for 1905, 4,253.

MICHIGAN.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,461. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids. Evening Press dy. Average 1904, 44,807. Average 6 mos. 1905, 46,037.

Jackson. Patriot morning. Actual daily average for 1904, 5,158. Av. sept., 1905, 8,357.

Kalamazoo. Evening Telegraph. First 6 mos. 1905, dy. 10,128. June, 10,174. S. w. 9,688.

Saginaw. Courier-Herald. daily, Sunday. Average 1904, 10,253; December, 1905, 15,507.

Saginaw. Evening News, daily. Average for 1904, 14,316. December, 1905, 18,842.

Sault Ste. Marie. Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,065.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,289.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal, Journal Printing Co. Aver. for 1905, 57,039; 1904, 64,884; Dec. 1905, 67,927.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Daily average for 6 mos. to Oct. 1, 1905, 99,478. Sunday, 75,925.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of its daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News alone exceeds 40,000 daily. The Tribune is the recognized paper directory. Want Ad paper of Minneapolis.



St. Paul. The Farmer, s-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Dispatch. Average net sold for nine months to Oct. 31, 1905, 60,417 daily.

St. Paul. Volkszeitung. Actual average 1904, dy. 12,685. w. 28,657. Sonntagsblatt 28,646.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y'r. last 6 mos. 1904, 5,340. D'y est. Apr., '04; av. last 6 mos. '04, 800.

Kansas City. Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

Joplin. Globe, daily. Average 1904, 12,046. Oct., '05, 18,874. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circ. 1st 6 mos. 1905, 55,525. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1903, 68,588; average for 1904, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circulation 1904, 15,678. Beckwith Sp. Agency.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,259. For March, 1905, 16,262. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,567.

Lincoln. Freie Press, weekly. Actual average for year ending January, 1905, 149,251.



Lincoln. Journal and News. Daily average 1904, 26,228; February, 1905, average, 28,055.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905, 4,204.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,518; last 6 mos. 1905, 6,718.

Jersey City. Evening Journal. Average for 1905, 22,456. Last 3 mos. 1905, 22,408.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102.

NEW YORK.

Albany. Evening Journal. Daily average for 1904, 18,258. It's the leading paper.

Albany. Times-Union. every evening. Est. 1856. Av. for '04, 50,487; Jan. Feb., & Mar., '05, 55,594.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (*).

Buffalo. Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 32,702.

Buffalo. Evening News. Daily average 1904, 88,457; last six months, 1905, 95,281.

Catskill. Recorder, weekly. Harry Hall, editor. Average 1905, 5,811. Dec., 5,877.

Corning. Leader, evening. Average, 1904, 6,258. First quarter 1905, 6,425.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls. Morning Star. Average circulation, 1904, daily 2,292.

Hornellsville. Morning Times. Average 4,188 for year ending July, 1905; 29 R. F. D's.

Mount Vernon. Daily Argus. Average 1905, 2,318. Westchester County's leading paper.

Newburgh. News, daily. Av. 9 mos. '05, 5,129, 3,000 more than all other Newburgh papers combined

New York City.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 75,296.

Army & Navy Journal. Est. 1863. Actual weekly average for 52 issues, 1904, 9,571 (60). Only Military paper awarded "Gold Marks."

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST's subscribers in New York include every postoffice in the State. In New Jersey it goes to 75% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 20% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

Raker's Review, monthly. W. R. Gregory Co. publishers. Actual average for 1904, 4,900.

Bensinger's magazine, family monthly. Bensinger Brothers. Average for 1904, 57,025. Present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1905, 26,228 (60).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Haberdasher, mo., est. 1881. Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (60). D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies.

The Billboard, America's Leading Theatrical weekly. New York Office, 1440 Broadway. Walter K. Hill, Mgr. Phone 1630 Bryant.

The People's Home Journal, 544,541 monthly. Good literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1905, 12,916.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 571,706. Sunday, 411,074.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,203(*); December, 1905, issue, 5,510 (*).

Rochester. Case and Comment, mo. Law. Av. for 1904, 30,000; 4 years average, 50,108.

Schenectady. Gazette, daily. A. N. Lacey. Actual average for 1905, 11,825. 1904, 12,574.

Syracuse. Evening Her. a. daily. Herald Co., pub. Aver. 1905, daily 55,552. Sunday 40,098.

Utica. National Electrical Contractor, mo. Average for 1904, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

NORTH CAROLINA.

Charlotte. Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145. Sunday, 8,408. Semi-weekly, 4,496.

OHIO.

Ashtabula. American Sanomat. Finnish. Actual average for 1904, 10,326.

Cleveland. Engineers' Review. Actual cir. for 1905, 250,650; monthly aver, 20,888 copies.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,195. Dec., 1905, 69,454 daily; Sunday, 78,981.

Dayton. Herald, evening. Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

The Billboard, America's Leading Theatrical Weekly. Cincinnati, Mo. Chicago.

Youngstown. Vindicator. Dy. av. '04, 12,020. LaCoste & Maxwell, N.Y. & Chicago.

Zanesville. Times-Recorder. Sworn av. last 6 mos. 1905, 10,427. Guar'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1905 aver. 11,161. Dec., '05, 11,980. E. Katz. Agent. N.Y.

OREGON.

Portland. Oregon Daily Journal. Actual average for Nov., 1905, 25,859.

PENNSYLVANIA.

Chester, Times, ev'g'd'y. Average 1904, 7,929. N. Y. office, 320 B'way. F. L. Northrup, Mgr.

Erie, Times, daily. Aver. for 1904, 14,257 November, 1905, 15,711. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av., Oct., 18,616. Largest paid circula't'n in H'b g, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©©).



The circulation of THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET DAILY AVERAGE FOR
DECEMBER:
203,843 COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.



Philadelphia, German Daily Gazette. Average circulation 186 mos., 1905, daily 50,996; Sunday 40,155; sworn statement. Cir. books open.

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.

DECEMBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of December, 1905:

1.....	169,206	17.....	Sunday
2.....	179,961	18.....	165,253
3.....	Sunday	19.....	166,838
4.....	168,678	20.....	165,411
5.....	169,379	21.....	167,71
6.....	167,199	22.....	166,253
7.....	166,330	23.....	168,977
8.....	167,277	24.....	Sunday
9.....	170,062	25.....	Holiday
10.....	Sunday	26.....	165,393
11.....	166,260	27.....	166,430
12.....	167,177	28.....	165,935
13.....	166,837	29.....	166,044
14.....	166,448	30.....	166,970
15.....	165,265	31.....	Sunday
16.....	167,474		

Total for 31 days, 4,188,127 copies.

NET AVERAGE FOR DECEMBER,
167,525 copies per day

BARCLAY H. WARBURTON, President.
PHILADELPHIA, January 8, 1906.



Philadelphia. The Press is a Gold Mark (© ©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Average circulation Daily Press, December, 1905, 106,931; average circulation Sunday Press, December, 1905, 145,295.

Philadelphia. Farm Journal, monthly, Wilmer Atkinson Company, publishers. Average for 1905, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,



"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." Unlike any other paper."



THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the Post. Objectionable advertising is excluded from its columns. Circ., dy. 60,026, S. 71,255.



West Chester. Local News, daily, W. H. Hodgson. Average for 1904, 15,180 circ. 15,180 near. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit, America's Greatest Weekly. Average 1905, 226,718. Smith & Thompson, Reprs., New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average for six months ending June 30th, 1905, 16,813.

Providence. Daily Journal, 17,390 (©©). Sunday, 20,456 (©©). Evening Bulletin 27,556 average 1904. Providence Journal Co. pub.

Westerly. Sun. Geo. H. Utter, pub. Aver. '904 4,450. Largest circulation in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1904, daily 8,164 copies (©©); semi-weekly, 2,251. Sunday 9,417 (©©). Act. aver. July to Oct. 31, '05, daily 10,070; Sunday 11,265.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (3¢). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Apr. '05, 10,562. Led nearest competitor 11,000 in advertising. '04, 6 days vs. 7.

Nashville. Banner, daily. Aver. for year 1905, 18,723; for 1904, 20,505. Average March, April, May, 1905, 81,537.



Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos. 1905, daily 59,120. Sunday, 55,497. weekly, 81,822. Smith & Thompson, Representatives N. Y. & Chicago.

TEXAS.

Denton. Record and Chronicle. Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 90 per cent of the tax paying families of Denton county.

El Paso. Herald. 39 '04, 4,231; June '05, 5,080. Merchants' canvases showed Herald in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. R. Langley. Aver. 1905 2,527, for last six months, 1905, 2,691.

Hurlington. Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 2 mos., 7,024; last month, 7,517.

Hurlington. Free Press. Daily av. '05, 5,566, '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland. Herald. Average 1904, 2,527. Average 3 months ending June 1, 1905, 4,181.

St. Albans. Messenger, daily. Actual average for 1904, 2,166.

VIRGINIA.

Norfolk. Dispatch. Average 1904, 9,400; 1905, 11,660.

Norfolk. Landmark (©). Leading home paper. Circ. genuine. No pads. Vandoren, Sp'l.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond. Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder—evenings. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma. Ledger. Dy. av. 1904, 14,564; Sy., 18,475; wy., 9,524. Aver. 6 mos. ending June 30, 1905, Daily, 15,159. Sunday, 19,771.

Tacoma. News. Daily average 5 months ending May 31, 16,327. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,230.

Wheeling. News. Daily paid circ., 11,196. Sunday paid circ., 11,827. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville. Gazette, d'y and s-w'y. Circ'n—average 1904, daily 2,881; semi-weekly 2,207.

Milwaukee. Evening Wisconsin, d'y. Av. 1904, 26,201; November, 1905, 26,487 (©).

Milwaukee. Journal, daily. Journal Co., pub. Average 1905, 40,517. Dec., 1905, 41,157.



THE WISCONSIN AGRICULTURIST.



Racine. Wis., Est. 1877; only Wisconsin paper whose circulation is guaranteed by the Am. Newspaper Directory. Actual weekly average for 1904 27,254; for 1905, 41,748. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,608.

WYOMING.

Cheyenne. Tribune. Actual daily average net for first six months of 1905, 4,580.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1904, 7,426; Nov., 1905, 8,957. H. DeClerville, U. S. Repr., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1905, 8,695; for 1904, 4,256 (©).

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,695; weekly, 15,801. Daily, November, 1905, 21,898.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (©) and Evening Mail. Circulation, 1905, 15,555. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,085.

Toronto. The News. Sworn daily average first nine months 1905, 28,654. Rate 3½¢ flat. Largest circulation of any evening paper published in Ontario.

Toronto. Star, daily. Daily average December, 1905, 41,091.

Toronto. Ev. Telegram. D'y. av. 1904, 21,884. Aug., '05, 25,805. Perry Lukens, Jr., N.Y. Repr.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; Av. Mar., '05, 95,826. Sat., 118,592.

Montreal. Star, d'y & wy. Graham & Co. Av. for '05, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,246.

Sherbrooke. Daily Record. Average first six months 1905, 5,820; December, 1905, 6,653.

Publishers entitled to have an advertisement in the Roll of Honor should be interested for extra space in the special Real Estate issue of PRINTERS' INK for January 24—press day January 17, 1906.

FIFTEEN YEARS AGO.

287 Fourth Avenue,
NEW YORK, Dec. 29, 1905.

Editor of PRINTERS' INK:

In looking over the issue of PRINTERS' INK for December 27, the writer has read with considerable interest the article referring to the new department of classified advertising which has just appeared in *Everybody's Magazine*. It is spoken of as an entirely new idea for a periodical of national circulation to run a department of classified advertising, and the following statement is made: "The thing that everybody knows now should have been done long ago has been done at last."

It was just about fifteen years ago that *The Outlook* introduced classified advertising, covering business opportunities, situations wanted, salesmen and agents wanted and, in fact, almost every variety of personal "Wants." Its hotel directory has for many years been a notable feature of the advertising pages of *The Outlook*. One single issue during the past year contained twenty-one solid pages of these small classified advertisements, and during the year just closing *The Outlook* has published a total of three hundred and fifty pages of them.

We heartily agree with all that is said regarding the value of classified advertising, and we congratulate ourselves that publishers are "waking up" to something which has been a unique and characteristic feature of *The Outlook* for fifteen years.

Yours very truly,

THE OUTLOOK.

Frank C. Hoyt, Adv. Mgr.

READY FOR MAIL-ORDER BUSINESS IN TIBET.

The small force of fifty Gurkhas left behind at Gyantse with Mr. O'Connor when Sir Francis Younghusband marched out of Tibet has put down lawlessness and established such amicable relations with the Tibetans that the postoffice of India is able to send regular despatches backward and forward. Money orders are now payable alike in Gyantse, Chumbi and Phari Jong.—*London Daily Mail*.

A PERSON can't know there's nothing in an advertisement until he has read it; that's why all advertisements are read.—*Agricultural Advertising*.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED to buy or rent obesity and chronic disease letters. State full particulars. ROBINSON, 19 Stratton, Dorchester, Mass.

WANTED—Eastern representative for a list of Southern trade and class journals. Must have a record of success. RICE JOURNAL, Crowley, Ia.

THE circulation of the New York World morning edition exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

I WISH to buy for a responsible client a monthly trade or class publication. Give full particulars and lowest cash price in first letter. Address 521 E. care Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

AMONG the positions on our lists are opportunities of interest to all competent salesmen. Executive Clerical or Technical men. HAPGOODS, Suite 611, 309 Broadway, N. Y.

ARE YOU looking for an Executive, Clerical, Technical or Salesman position? We have hundreds open. Write for booklet. HAPGOODS, Suite 611, 309 Broadway, N. Y.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 20c. postpaid. Agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 816 Grand Ave., Kansas City, Mo.

I HAVE a splendid publishing opening. Desire to use it myself. Can't spare the money to buy the proper outfit. Want practical printer who can furnish plant to go in with me. Details to reliable parties. L. S. COTTERELL, Newspaper Broker, Newport News, Va.

YOUNG MAN—Good copy clerk and make-up man, with some experience at adwriting, and who will accept responsibilities, desires position with progressive publishing concern or advertising agency. References gladly furnished. "MAKE-UP-MAN," care of Printers' Ink.

WANTED—A young man with some experience in advertisement writing to assist in editorial department of large manufacturing concern. While salary is not large to start with position offers good future to right man. Address—THE SHERWIN-WILLIAMS CO., 104 Canal St., Cleveland, Ohio.

A LIVE, up-to-date traveling representative, with seven years' experience on Eastern and Western metropolitan dailies, desires to make a change. Am at present, and have been for over a year, traveling representative for a large Western daily. Best of references furnished. Address "M. M. H.," care of Printers' Ink.

WANTED—Man to collect and edit statistical information. Must be good at detail and fond of it. Such a one would make a good editor for the American Newspaper Directory. Replies should give, in confidence, if desired, information as to previous experience and qualifications for this work. Address "X. Y. Z.," care of Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for rear positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 1705 Temple Court, New York.

YOUNG man, Powell graduate, a capable designer and forceful writer of advertising wants position as advertiser, or assistant, where practical business experience can be gained—small salary. "F. L., Printers' Ink."

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY,** Rittenhouse Bldg., Phila.

PRINTERS.

PRIENTERS. Write **R. CARLETON,** Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTG. CO.,** 514 Main St., Cincinnati, O.

ADVERTISING MEDIA.

THE BILLBOARD, America's Leading Theatrical Weekly. 12th year. Cincinnati, O.

THE EVANGEL. Scranton, Pa. Thirteenth year; 20c. agents line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

REACH 1,200 homes in Troy and Central Miami County, Ohio, by using the **RECORD.** Only daily. Delivered directly to 800 homes in city alone. Read by women. Rate, 2-7c. line, net.

N. E. P. J. is a publication devoted to poultry, and reaches the farmer and fancier, who are the mail-buying people of the country. Advertising rates on application. Box 26. **NEW ENGLAND POULTRY JOURNAL,** Hartford, Ct.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO,** 245 B'way, N. Y.

STOCK CUTS.

WRITE for our catalogue on your business letterheads. **STANDARD ENGRAVING CO.,** Photo-Engravers, New York.

BUSINESS OPPORTUNITIES.

ESTABLISHED PAYING ADVERTISING AGENCY offered for sale at a low figure to a quick buyer. Owner's health requires change of climate. This is the opportunity of a lifetime for an outside salesman. Address for particulars **S. BOOTH,** 2432 Maryland Ave., Baltimore, Md.

\$15,000

DEMOCRATIC Daily and Weekly in MISSOURI

Profit last year \$443.83, beside salary of proprietor. Will sell part interest. **GOMER M. THOMAS,** Newspaper Broker, Kansas City, Mo.

ADWRITING.

89 Adwriting Rules 10c.

A decidedly informing booklet, containing several terse, pointed rules bearing upon effective advertising.

L. ROMMEL, JR.

61d Merchant St., Newark, N. J.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE,** Mfr., 178 Vermont St., Buffalo, N. Y.

SUPPLIES.

NOTE HEADINGS of Bond Paper, $5\frac{1}{2} \times 8\frac{1}{4}$ inches, with envelopes (14d p. 100 for 65c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. **MERIT PRESS,** Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trans.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. **BERNARD'S AGENCY,** Tribune Building, Chicago.

ADDRESSING MACHINES.

A DRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.,** 39 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. **THE COIN WRAPPER CO.,** Detroit, Mich.

PRINTING.

SAVE MONEY on YOUR PRINTING

We do linotype composition, book, job and periodical printing (for those who are financially responsible) at prices materially lower than New York printers' charge. Satisfactory work. Prompt service. Only 45 minutes from New York. Drop us a card to call. **PERTH AMBOY EVENING NEWS CO.,** Perth Amboy, N. J. L. D. Tel. 98.

ADVERTISEMENT CONSTRUCTORS.

O. O. BUCK, Treynor, Iowa, specialist in jewelry and optical advertising. Criticisms, booklets, circular letters, newspaper copy, etc.

12 ADS FOR \$2.

Think of it—12 good business-getting ads; enough for a month. Send me \$2 and tell me your line. **CHESSUM,** Brantford, Canada.

You can use The Advertiser's Rule from the start to finish of adwriting. It's got just the data used continually. It's of metal.

By Mail 50 cents. Send for Folder.

L. ROMMEL, JR.

61d Merchant St., Newark, N. J.

WHICH ARE YOU—DRIVEN OR LED? Many regard their advertising as a mere expense account item, often, indeed, as a needless outlay forced upon them by troublesome, won't-be-"back-number"—competitors. The ambition of such reluctant advertisers is limited to keeping that enforced outlay pruned down to the lowest possible notch, usually about one notch below a paying possibility. OTHERS "go at it" with the deliberate intent to make it yield a good profit, knowing that interested attention to what they sell is abundantly well worth its cost. Of course "MANY" "have no use" for me, but it constantly cheers me to discover that "there are OTHERS," for whom I make Catalogues, Price Lists, Circulars, Folders, Mailing Slips and Cards, Newspaper, Magazine and Trade Journal Adverts, etc., etc., and I gladly send, to those whose inquiries suggest business, Samples that illustrate what those "OTHERS" get. No postal cards, please.

FRANCIS I. MAULE,

No. xx-3. 412 Sansom St., Philadelphia.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER 45 Rose St., New York.

TRADE JOURNALS.

"REAL ESTATE" Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. C. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

CLASS PUBLICATIONS.



20,000 Buyers

of (\$1,025,000,000 annually)
Hardware, Housefurnishing
Goods, etc.

Read every issue of the
Hardware Dealers'
Magazine.

Write for rates. Specimen
Copy mailed on request.

253 Broadway, N. Y.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles Fiesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

HALF-TONES.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60.
Delivered when cash accompanies the order.
Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 65c.; 300, 95c.; 500, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 43d St., N. Y.

PAPER.

BASSETT & SUTPHIN,
45 Hickman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advtg. exclusively.
GOLDEN GATE ADVERTISING CO., 3400-3409 Sixteenth St., San Francisco, Cal.

THE H. I. IRELAND ADVERTISING AGENCY.
Write for particulars of the Ireland Service.
925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

It's surprising how much can be done in Canada with a few papers well chosen and used to best advantage. We solicit correspondence. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 2% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WITHHEAD & HOAG CO., Newark, N. J. Branches in all large cities.



Greatest Advertising Novelty on the market. Better than circulars, padlocks and puzzle combined.

KANGAROO LOCK

We'll stamp your advertisement or any design on the front. Give them away to your customers, offer them with certain goods, or sell them at a big profit. Write at once for prices in quantity. Address GENERAL SPECIALTY CO., Arcade Building, Philadelphia.

SIGN ADVERTISING.

NOW it's wire fence advertising. Haas Sign Fasteners open the field. Metal signs anchored between wires—straight, firm, easy and cheap. Give sizes of sign when writing for prices. HAAS ADV. AGENCY, 1442 Wilson Ave., Cleveland.

PUBLISHING BUSINESS OPPORTUNITIES.

\$2,000 WILL buy a small publishing property. A man who has the ability to run a small business on His own hook has here a Chance to start right. Write or call on

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

FOR SALE.

FOR SALE—Gloss Clipper Press, in good condition; 14,000 an hour; a bargain. GEORGE B. CRATER, Raleigh, N. C.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," Printers' Ink.

PATENTS.

PATENTS that PROTECT

Our 3 books for Inventors mailed on receipt of 6 cts. stamps. R. S. & A. H. LACEY, Washington, D. C. Estab. 1869.

POSTAGE STAMPS.

4 OFF, unused, U. S. j. c. o. d. R. E. ORSER, broker, R. 6, 94 Dearborn St., Chicago, Ill.

PREMIUMS

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready: free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

DISTRIBUTING.

DISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the Bernard Agency, Write CHAS. BERNARD, 1516 Tribune Building, Chicago.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 709 Oakland Bank Building, Chicago.

COIN MAILER.

1,000 for \$3, 10,000, \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

The BILLBOARD A Weekly Journal.

Devoted to THEATRICAL, MUSICAL, CIRCUS, MINSTREL, VAUDEVILLE, BURLESQUE and Kindred Interests.

Circulation Unsurpassed in Point of Quality. Rate, 15c. per line, flat. :: Last form closes Mondays, 6 p. m.

NEW YORK: Suite 8, 1440 Broadway; Phone 1630 Bryant
CINCINNATI, 416-418 Elm St., Phone Main 2079 R. SAN FRANCISCO, 37 Phelan Building, 506 Market St. CHICAGO, Suite 61, 87 S. Clark St., Phone Central 5363.
LONDON, Cor. Lisle St., Leicester Sq., Phone Garrard 4191.

EVERYBODY LIKES IT

Have received your book of color samples, which is most complete.—*The Current, Norway, Mich.*

My new sample book seems to be a sort of revelation to printers who never used my inks, and many of them have admitted that they are agreeably surprised. The orders are rolling in thick and fast, and I expect the year 1906 to be my banner year unless all signs fail. The printer who misses the opportunity of getting one of these books will feel like kicking himself when the end of the year rolls around, and he finds himself heavily indebted to some ink house which charged him double and sometimes treble my prices for inks not so good as mine. Don't be bamboozled any longer, but send for my specimen book and price list and compare it with the inks you are now buying. Money back when goods are not right. Address

PRINTERS INK JONSON,

17 Spruce St.,

New York.

OUR POSTOFFICE.

In the issues of **PRINTERS' INK** for December 27, 1905, January 3 and January 10, 1906, there appeared a two-page announcement offering cash rewards of three hundred, one hundred and twenty-five and seventy-five dollars respectively for the construction of three advertisements calculated to influence the sale of Rowell's American Newspaper Directory. On January 8 the following communication was received:

POSTOFFICE, NEW YORK, N. Y.,

Office of the Postmaster.

NEW YORK, N. Y., Jan. 8, 1906.

Publishers of PRINTERS' INK, 10 Spruce Street, New York, N. Y.

GENTLEMEN—The January 3, 1906, issue of **PRINTERS' INK** contains on pages 52 and 53 an announcement regarding a prize scheme which the Assistant Attorney General for the Post-office Department holds to be objectionable because of the requirement set forth in article second.

You have heretofore been notified that prize schemes in which the award is put within the discretion of the offerer or of a committee of persons designated by him, are not permissible to be operated in the mails unless they are open to the public without payment or consideration of any kind. Entry in the competition referred to is not free, and the Assistant Attorney General directs this office to "inform the publishers of **PRINTERS' INK** that unless this scheme is amended so that no charge or consideration of any kind is required of contestants for the privilege of competing, the publication and other matter of every kind advertising or relating to the contest will be excluded from the mails."

Please see that the scheme is amended to the extent required under the decision of the Department, otherwise copies of your publication or other matter relating to the contest will be treated as unmailed.

Very respectfully,

WILLIAM R. WILLCOX, Postmaster,

E. S. Post, Ass't Postmaster.

PRINTERS' INK not having any desire to infract rules of the Postoffice Department has therefore withdrawn the prize competition. The ruling regarding prize schemes is quoted below:

The following information regarding prize schemes and contests is communicated in accordance with advice from the Assistant Attorney-General for the Postoffice Department, and in modification of the circular letter of this office, dated June 3, 1905:

All enterprises offering prizes, for

the privilege of participating in which a consideration is required, are not regarded as lotteries or "similar enterprises offering prizes dependent upon lot or chance."

It is merely held that those in which the award of the prizes is put within the discretion of the offerer, or of a committee of persons designated by him, the scheme is a lottery, unless it is thrown open to the public without payment or consideration of any kind. Schemes, for instance, in which prizes are offered for the best name for a magazine or corporation, the best story, the best suggestion, the best essay or letter, etc., are regarded as lotteries, unless it is provided that all persons may compete for the prizes offered, freely and without consideration or payment of any kind. Of such enterprises the view is taken that the main purpose is evidently not to obtain by an open competition names, suggestions, essays, etc., excelling in merit, but to distribute prizes for the purpose of "bolstering or stimulating some other line of business;" and that as the award will depend upon the whim or taste of the committee or person to whom is assigned the duty of passing upon all names, suggestions or essays received, it is impossible to foretell or foreknow which will be determined to be the best.

Where the award of the prizes does not rest wholly within the discretion or judgment of the offerer or of a committee selected by him, but depends upon facts and circumstances which may definitely be ascertained, the rule that a consideration may not be required does not apply.

Publishers who contemplate the operation of prize contests, or to whom are offered advertisements of such schemes, are advised to ascertain whether they are permissible in the mail, and should submit to this office the advertisements or matter relating to such enterprises before printing the same in their publications.

W. R. WILLCOX, Postmaster.

AN IMPORTANT PERIODICAL.

The New York and New Jersey Telephone Company has used nearly 300 tons of paper in getting out its new directory. About 250,000 names of telephone subscribers are in this book. Since the last directory went to press nearly 25,000 names have been added.

Although the New York telephone directory is issued every four months, a dozen men are kept constantly at work on it. The new edition represents about 25 carloads of paper. All changes and additions in directory matter are sent to the printer daily, and they are at once issued as an addendum and forwarded each morning to the exchanges, which are thus kept informed as to the names of new subscribers. Originally, the telephone directory was prepared as a guide for telephone users only, but it is now used as a business register.—*Brooklyn Eagle*.

Printers Wanted.

DOUBLEDAY, PAGE & COMPANY,

133 East 16th Street, New York,

wish to add to their staff a number of experienced compositors (display, stone and make-up men). These positions will be permanent to efficient workmen of good character. Salary will be \$21 a week. Only persons willing to work nine hours in OPEN SHOP desired. Loyalty to employer is expected in return for advantageous working conditions.

Reply by letter only, giving employers' references and stating experience and qualifications.

DOUBLEDAY, PAGE & COMPANY.

IN CHICAGO

The Tribune

IS SUPREME

In 1905 *The Tribune* gained and carried more advertising, both display and classified, than any other Chicago newspaper.

THE TRIBUNE'S 1905 RECORD:
Gained 3,254 Columns Over the Previous Year
Carried 27,892.13 Columns of Paid Advertising

Since its founding in 1847 *The Tribune* has always been an index to Chicago's growth and prosperity. Its advertising columns have chronicled the development of industry, the increase of population, the rise in real estate values, as faithfully as the news and editorial pages.

"The Item" Leads; Others Follow!

**THE LARGEST CIRCULATION IN PHILADELPHIA,
DAILY AND ON SUNDAY.**

Fifty-nine Years of Continuous Success.

SWORN RECORD OF 1905:

Daily	Average Circulation	215,837
Sunday	Average Circulation	233,083

HARRINGTON FITZGERALD, Manager Philadelphia "Item."